# AMULICAN POLICES AND AROMATICS

COSMETICS TOILETRIES SOAPS

> FLAVORS AEROSOLS

**ESSENTIAL OILS** 

AUGUST 1958

THE MAGAZINE OF TASTE AND SCENT



Color-Add Dye . . . Page 29 · Hair Wave Perfuming . . . Page 43

## UNGERER

Importer Manufacturer

## FOR 60 YEARS

a fine tradition in the creation of basic materials for PERFUMES and PERFUME SPECIALTIES

**Essential Oils Aromatic Chemicals Terpeneless Oils Oleoresins** 

True Fruit and Imitation Flavors





Ungerer-& Co.

161 Avenue of the Americas, New York 13, N. Y. plant and laboratories Totowa, N. J.



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NTA







## WIN HER WITH THE LOOK OF ELEGANCE Lambert Engraving ADDS TO YOUR PRODUCT

Just as there is nothing quite like elegance to enhance your product's sales-appeal . . . there's no substitute for engraving and engine turning to achieve the *look* of elegance.

A refined gracefulness is *not* synonymous, however, with high cost — when you turn to Lambert for engine turning. Here in Attleboro, we have coupled the art of single tool craftsmanship with Lambert's exclusive *multitool* process, to give you *quality in quantity*.

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### AMERICAN DISTILLED OILS



Produced at our Patchogue, L. I., N. Y. Factory

Balsam Peru

Cascarilla

Celery Citronellol

Clove

Geraniol

Orris Liquid, Conc. Nutmeg Patchouly

Olibanum Opoponax

Pimento Sandalwood

Styrax

also Linalool . Cital . Eugenol . Rhodinol

### RESIN LIQUIDS

Olibanum

Labdanum

Opoponax

Orris

Benzoin

Balsam Peru

Balsam Tolu

Tonka

ESSENTIAL OILS . AROMATIC CHEMICALS . PERFUMER MATERIALS . COLORS

#### OFFERING ROSE ABSOLUTE

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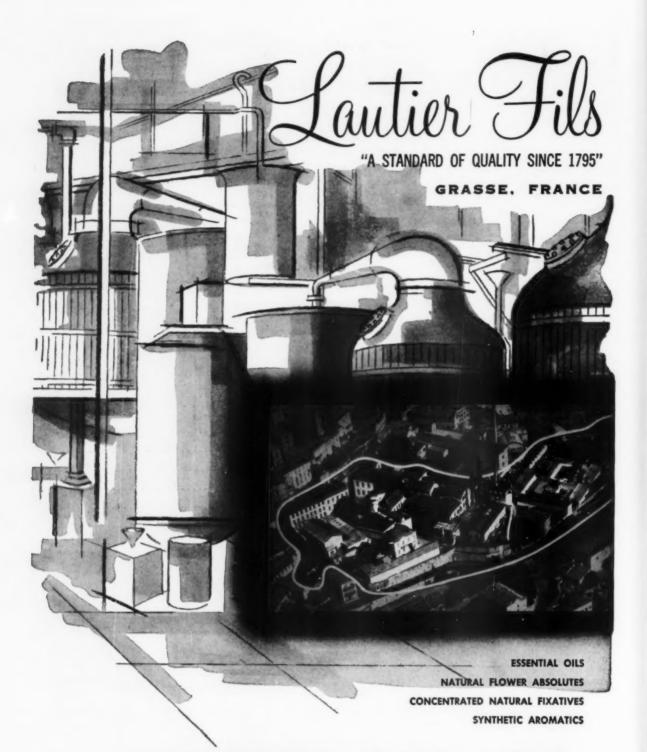
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4 August, 1958

American Perfumer



## Quality production puts your products in the spotlight

Let Avon set the stage for your Private Brands of Cosmetics and Toiletries. Your products will be produced with strict adherence to the formulae you desire . . . and 'be packaged precisely as you wish. Avon's specialized knowledge and experience, developed over the past 70 years, is your assurance of quality in every phase of cosmetic and toiletry production.

Call or write Avon for complete information concerning the production of your own brands of toiletries and cosmetics.

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Creative Perfumer



Production



Cosmetic Research



Perfume Evaluation Board

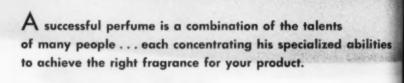


Sales





#### THE IMPORTANT INGREDIENT



#### The Research Chemist

plays a vital role long before the perfumer creates his formula. Surrounded by the complex tools of modern chemistry, he learns more each day how nature produces her masterpieces of fragrance. Through synthesis, he also discovers new aromatic bodies not found in nature. From laboratory to pilot plant and then into factory production, new (and better) aromatic materials are provided . . . at lower cost, with uniform quality and of almost unlimited availability. These new materials often serve as the inspiration for a totally new concept in fragrance.

At the VAH Research Center in Union Beach, N. J., several thousand aromatic materials have been synthesized ... many are already important ingredients in modern perfumes that are setting new style trends.



Chemical Engineering



Aromatic Production

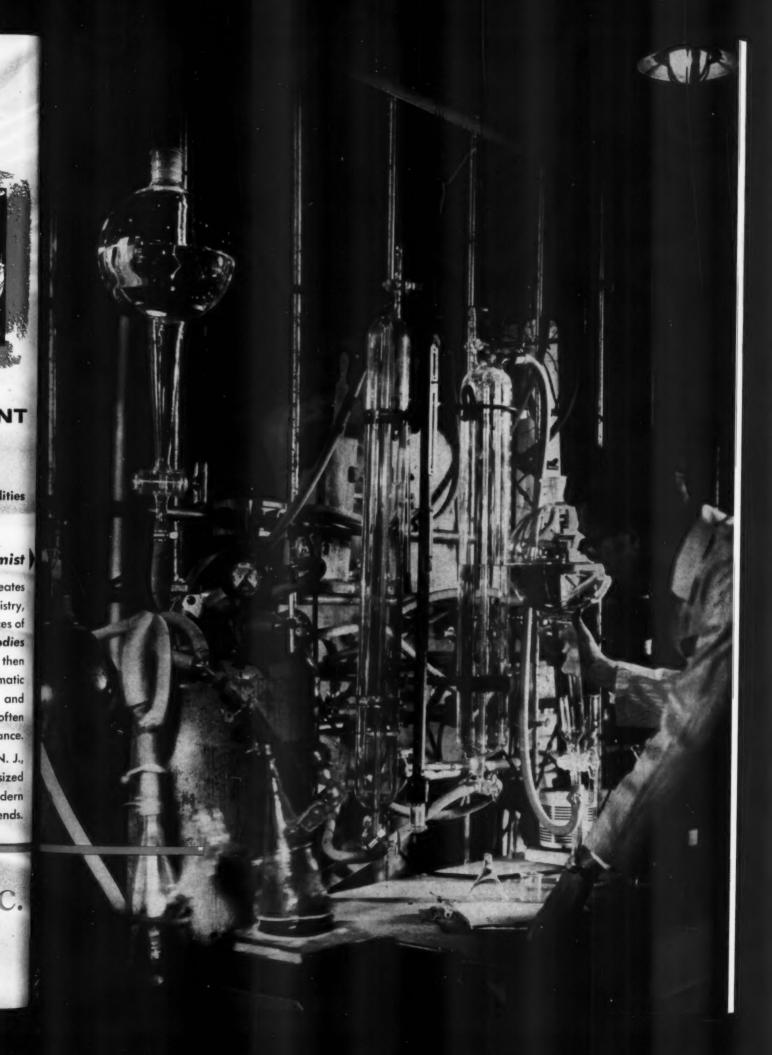


Quality Control

## van Ameringen-Haebler, Inc.

521 WEST 57th STREET · NEW YORK 19, NEW YORK

van Ameringen-Haebler, S.A.R.L. Paris, France van Ameringen-Haebler, Ltd. Toronto, Canada



## Solving perfume problems is our business

### Have you

## A new product coming up?

Your most important decision may be the type of perfume to use.

## A "tired" product?

You may find it only needs the stimulus of a fresh new fragrance.

### An odor problem?

You may need a special compound, especially worked out for you.

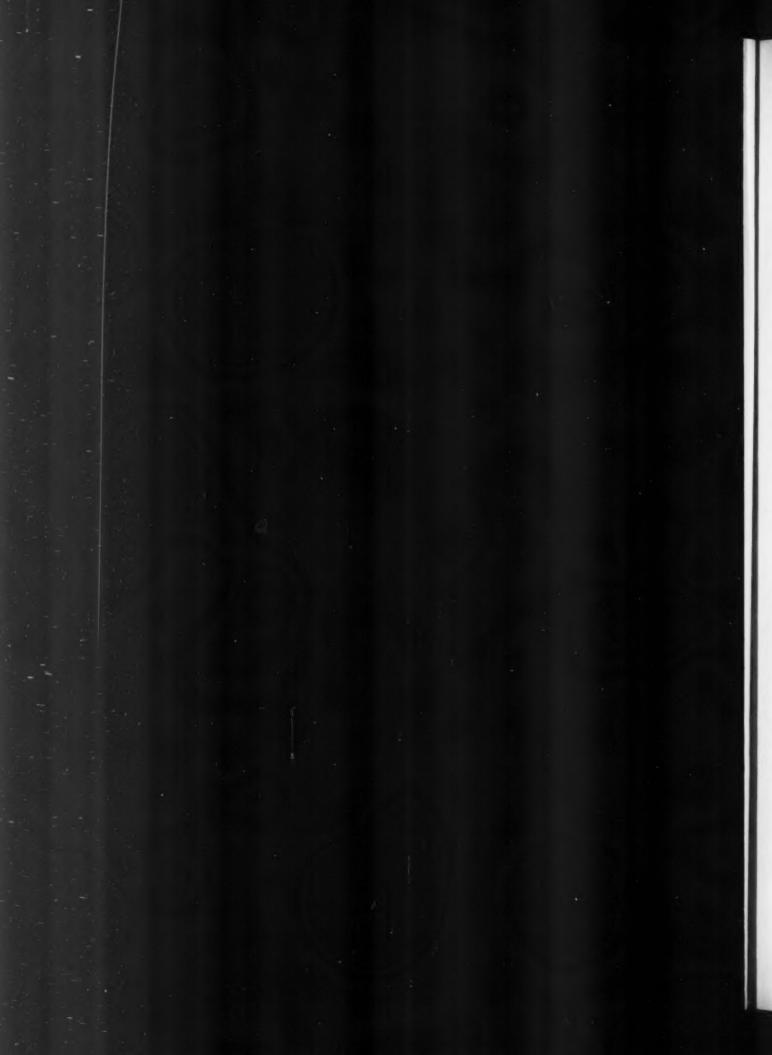
#### This is an invitation

to take a close look at the odor appeal of your products. If the perfume compounds you use are not pulling their full weight we can help you.



601 west 26th street, new york 1, new york







#### MINUTE NEWS . . .

Dental Assn. Seeking Laws to Curb Claims for Toothpaste

The American Dental Assn. which sought the aid of the Subcommittee on Legal and Monetary Affairs of Congress to enact legislation to permit federal agencies to control claims made in advertising brought its case before the subcommittee July 17 and 18. No industry witnesses appeared at the hearing. The association claimed that the advertising had done irreparable damage to good dental hygiene which it has been working to build up for years. The three principal advertising themes of the advertisements that were objected to were: 1. Stopping tooth decay; 2. Ending bad breath and 3. Once a day brushing. The hearings were part of a continuing investigation by the subcommittee of which Rep. John A. Blatnik is chairman into false and misleading advertising. Witnesses included Dr. Harry Lyons dean of the School of Dentistry of the Medical College of Virginia who held that dentists would welcome a dentifrice that would prevent or arrest decay when used at home, but no dentifrice available at present is capable of satisfying that need. Another witness was Dr. Sholom Pearlman assistant secretary of the Council on Dental Therapeutics who exhibited advertisements of Block Drug Co., Colgate-Palmolive Co., Procter & Gamble Co., Bristol-Myers Co. and the Lever Bros. Co. which he held to be objectionable directly or by implication for one or more of the three themes cited above. Among Dr. Pearlman's objections were: "Claims that fluoride saves teeth from decay have not been proven to this day. We have not seen a single report of a clinical study either good, bad or indifferent. Another ad claims that one brushing with it stops decay-that it an outright deception. Still another states that one brushing really destroys 90% of the bacteria in the mouth. Terms like decay bacteria are misleading because they imply that killing certain bacteria will stop decay." Chairman John Gwynne of the Federal Trade Commission pointed out that the bulk of dentifrice advertising has clearly one recognizable virtue-it tends to promote dental hygiene. Commenting on the hearings a Colgate-Palmolive Co. spokesman said "Our company enthusiastically endorses any effort by governmental agencies to insure the safety of the American consumer. Of equal importance and effectiveness is the effort conducted by dentifrice manufacturers themselves over the years to bring the finest and safest toothpastes in the world to the consumer . . . We have conducted many large scale research projects in an effort to develop the chemical additives best suited to combat the enzyme action on carbohydrates. These studies were conducted in our own research laboratories and by leading dental research authorities in university laboratories." A Procter & Gamble Co. spokesman pointed out that his company agrees with the idea for dental care set by the American Dental Assn. "We agree," he said "that brushing teeth after every meal is best and have said this in just these words literally billions of times. Every Gleem advertisement carries this statement at least once."

Government Anti-Trust Case
Against Soap Giants Renewed

The anti-trust case against the Procter & Gamble Co., Lever Bros. Co. and the Colgate-Palmolive Co. is likely to be reinstated as a result of a successful appeal by the government from a ruling of the U. S. District Court of New Jersey in 1956 which directed the government to turn over to the companies the proceedings of a federal grand jury on which the Dept. of Justice based its civil anti-trust suit. The court held that if the government used the transcript to prepare its civil case then the defendants were entitled to the same privilege in preparing their defense. Howard Morgens, president of Procter & Gamble Co. in commenting on the decision said that the company is confident of its ability to prove in court that the soap industry has been traditionally one of the most competitive in the country and that the charge of restraint of competition in the soap industry is baseless.

#### Aerosol Laboratory Established by St. Johns University

To enable its graduate students and faculty to conduct research in the field of aerosols St. Johns University has established a completely equipped aerosol research laboratory in its downtown Brooklyn, N. Y., division. The results of its findings in research will be presented to the aerosol industry. A modern laboratory to be used exclusively for study on aerosols is to be included in the \$4,500,000 Science-Pharmacy Hall now under construction on the Long Island campus of the University, at Hillcrest.

#### Manufacturer May Prove Cost Difference in Price Discrimination

Adequate proof of cost differences in selling various classes of customers is a proper defense against price discrimination charges the U. S. Court of Appeals has ruled holding that the Robinson-Patman Act is intended to prohibit only such discrimination as is inimical to the public interest. The decision overruled a finding of the Federal Trade Commission against the Simplicity Pattern Co. The Federal Trade Commission had held that the company didn't act in good faith to meet competitors' prices in offering large stores special concessions that were not also made available to smaller stores on the same basis. The court ruled that meeting competitors' prices was not the sole consideration and that Simplicity had presented cost data to justify its practices.

### Colgate Pressurized Shave Products Don't Infringe Carter Patents

The Colgate-Palmolive Co.'s pressurized shave cream products "Rapid Shave" and "Instant Shave" as made since May 1956 do not infringe the Spitzer patent under which Carter Products Inc. manufactures and sells its pressurized shave cream "Rise," the U. S. District Court in Baltimore ruled July 8. In denying the major claims made by Carter the court decided that the current Colgate products are free of any violation of an injunction previously obtained by Carter, when Colgate's prior pressurized shave cream had been held to infringe the Spitzer patent. In May 1956 before the injunction was issued Colgate adopted the present "Palmolive Rapid Shave" and "Colgate Instant Shave" formulas. Despite the change Carter asserted that the current Colgate products infringed the patent and embodied a trade secret. The court ruled in favor of Colgate on both claims. With reference to the old product made prior to May 1956 the court held that Colgate should pay damages on about a month's supply which was in the hands of customers in November 1956. Treble damages were awarded on about 1,600,000 cans.

#### Cosmetologists Attack Factor's Claims for Natural Wave

A protest has been filed by the National Hairdressers & Cosmetologists Assn. with the Federal Trade Commission charging that the advertisements of Max Factor & Co.'s "Natural Wave" are misleading. The association is especially annoyed by the claim that Natural Wave in one application will change a woman's hair from naturally straight to naturally curly and that the use of Natural Wave would eliminate the need for permanents. Speaking for the association Nathan Jacobs felt that such claims are in violation of the amended Federal Trade Commission Act and for that reason the association filed the complaint in the hope of securing relief "before the business of 50,000 members of the association and other cosmetologists in beauty salons is damaged to the extent of millions of dollars."

#### F.T.C. Charges Revion and Others With Price Fixing

Revlon, Inc., Helena Rubinstein Inc., Merle Norman Cosmetics Inc. and its subsidiary Nethercutt Laboratories and four lipstick case manufacturers have been charged by the Federal Trade Commission with entering into a conspiracy to fix prices and eliminate competition in refillable lipstick cases and lipstick refills. The Commission charges that the arrangements were an outgrowth of Revlon's control of the Braselton patents which Revlon acquired four years ago. The patents cover refillable lipstick containers. The Commission claims that Merle Norman Cosmetics, Nethercutt Laboratories and Helena Rubinstein Inc. entered into licensing agreements with Revlon Inc. and the container manufacturers to further the conspiracy. "Pursuant to this unlawful conspiracy," the Commission alleged, "all respondents, including Revlon, agreed among other things to reself the products, including the non-patented lipstick inserts, at agreed fixed minimum resale prices to which they adhered."

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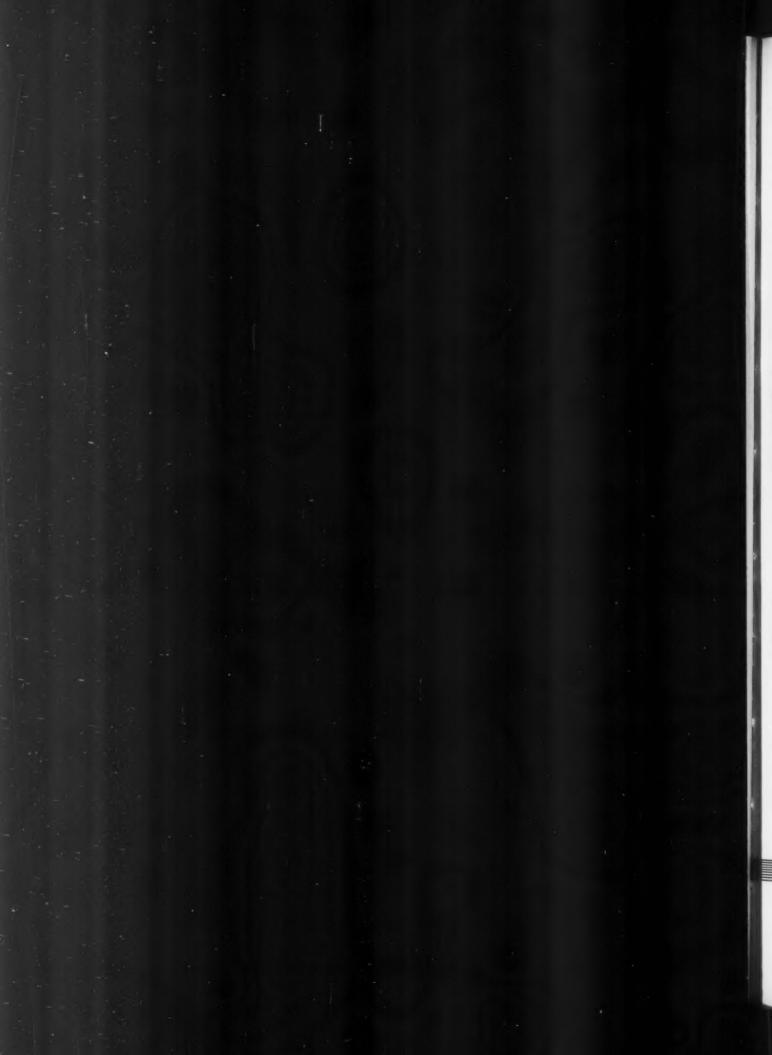
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## RESEDALIA

#### AN ACETAL

PHYSICAL APPEARANCE:	Colorless liquid; APHA 10 Max.
ODOR TYPE:	Floral; resembles Reseda Mignonette.
SOLUBILITY:	10 parts soluble in 100 parts 70% Ethyl Alcohol.
STABILITY:	Very stable in neutral and alkaline media.
REFRACTIVE INDEX:	1.4972 (R.I. n 20 D
SPECIFIC GRAVITY:	$\frac{20}{20}$ : 1.0020
SUGGESTED USES:	1% to 5% in formulation of floral odors for perfumes, creams, powders and soaps. As addition, ½% to 1%, to existing compounds to round off and improve odor character.
QUALITY:	Held to rigid specifications by our control laboratories; carefully analyzed by the most modern methods, including infra-red absorption.

Note these additional VERONA specialties:

BERGAMOT SYNTHETIC P-1104 • CYCLAMAL
VERONOL • FLOWER OIL WHITE LILAC

Sole representatives in the United States for: J. & E. SOZIO, GRASSE, FRANCE

RESINOIDES • NATURAL ABSOLUTES • ESSENTIAL OILS

#### PRODUCTS BUILD SALES FOR

**PRODUCTS** 

Aromatics Division

VERONA CHEMICALS A Division of Verona-Pharma Chemical Corp.

Plant and Main Office: 26 Verona Avenue, Newark, N. J. 1210 Rosedale Avenue, Chicago, III.



The merchandising techniques for introducing customers to your antiperspirant and deodorant product may vary. But one factor is allimportant in holding those customers...how well does your product do the job it's supposed to do! That depends on the basic ingredients you put into it. Superior performance translates into a superior selling record for your product.

#### Other fine Reheis anti-perspirant chemicals

CHLORHYDROL (aluminum chlorhydroxide complex)—for anti-perspirant creams, lotions, sprays and powders.

CHLORHYDROL S-5 (aluminum chlorhydroxide complex – modified) – for anti-perspirant gels.

Reheis can tailor any one of their anti-perspirant chemicals to meet the needs of your products. We suggest you write for free data and samples...and learn how Reheis quality can add to your profit picture. REHEIS CHLORACEL Antiperspirant gives your product all these advantages.

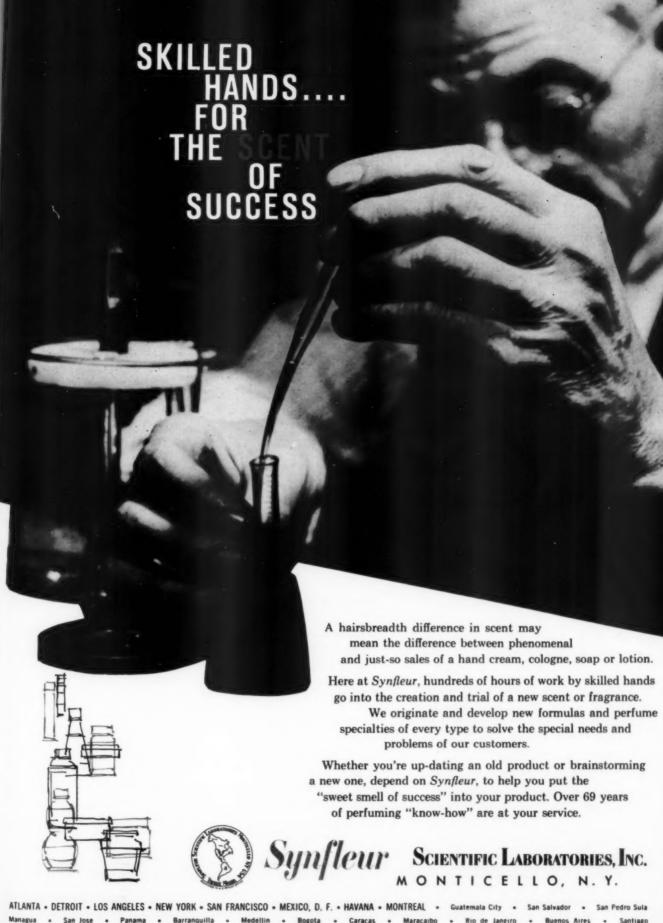
- Effective anti-perspirant action
- Fine deodorant qualities
- Non-destructive to fabrics
- Non-irritating to skin



#### REHEIS COMPANY, INC.

Manufacturers of Fine Chemicals
BERKELEY HEIGHTS · NEW JERSEY

**(9)** 4913



• San Jose • Panama • Barranquilla • Medellin • Bogota • Caracas • Maracaibo • Rio de Janeiro • Buenos Aires

New York Sales Office: Telephone Plaza 7-1960

## **Continental Filling** at More **Packaging** We're One of the reasons why we're packaging more, is because we at Continental Filling are keeping pace with the tremendous growth of the pressure packaging field. New developments, enlarged facilities, finer methods both in production and quality control) are continually being sought, tested, and incorporated at Continental filling Corporation. If you are presently in, or are planning to go into the pressure packaging field, contact Continental Filling first . . . find out for yourself why. "we're packaging more at Continental Filling." FILLING CONTINENTAL CORPORATION Danville, Illinois



Giving talks or lectures in foreign countries is always a risky business and this was brought home to me with some force when I read an article in one of our own trade journals. Last year 1 delivered in Vienna a talk entitled "Blending and Fixation in Perfumery". The talk was produced in full in German in an Austrian journal. Now, there is no word in German which adequately describes "blending" and the title became "Mixing and Fixing in Perfumery." This was bad enough because one purpose of the talk was to discriminate between simple mixing and effective blending (which may be the difference between a good and a bad perfume). However, the German edition has found its way into the French language and now, via the French back into English, Refference to the original article (published in English in 'Soap, Perfumery and Cosmetics' July, 1957) will show that blending was attributed to the association of molecules of the various ingredients in the liquid state. The latest translation reads, "The term "mixing" (read blending) therefore comprises decomposition (my italics) of the original substances as well as interaction between two or more substances." Beware of reviews and translations readers, including mine I suppose!

#### **Corrosion of Tinplate**

By now, my friend Alfred Herzka will have made his bow as a columnist to American readers. One of the best (if not the best) informed men in England on all aspects of pressurized products, you can be sure of a first-rate series of columns. He has recently taken on the arduous task of Hon. Editor of the journal of The Society of Cosmetic Chemists of Great Britain. All success in both enterprises Mr. Herzka. I note he thinks Pressure Packaging Discussion Group (Institute of Packaging) got off to a shaky start. I think I was number three on the list of speakers and hope that we had settled down by that time. Last February's lecturer (a bad word as these meetings really are discussions) was H. R. Hearn of the Metal Box., who dealt with many aspects of pressure packing. The mechanism of corrosion in tinplate was discussed with special reference to alkaline and acid products. \* Chief Chemist, Polak & Schwarz, England, Ltd.

Removal of the tinplating generally occurs with alkaline materials, but the bare metal is not attacked. De-tinning occurs, for instance, with shaving creams in unlacquered cans and whilst perforation does not arise, the dissolved tin can lead to colour problems. It is less easy to anticipate the effects of acidic materials on tinplate. The presence of oxygen in the container may result in cathodic tin, when small areas of exposed iron will be attacked. This attack may be serious enough to produce perforation. To quote Mr. Hearn, anerobic conditions are more usual, in which case the anodic tin is attacked and the cathodic steel is protected. After all the tin is dissolved, there may be a reversal of polarity leading to an attack on the iron. In most cases, however, the dissolved tin acts as a powerful corrosion inhibitor. Mr. Hearn drew attention to the permeability not only to essential oils, but also to propellants where polythene dispensers were considered. Questions and answers brought forth the usual interesting discussion.

#### Outlaw the Word "Aerosol?"

There have been many attempts to outlaw the word "Aerosol" especially in the technical literature. This word is difficult to express in certain languages but there are other reasons why it might not be a bad idea to gently let it slide out of our writings. After all, the word "bomb", very sensibly, was withdrawn although I was shocked to see a well known person feature it in a recnt paper. The word aerosol is employed in colloidal chemistry and is well defined. Further, there exists a series of surface-active agents which bear the name "aerosol" That it is only too easy to use the word when writing, I am the first to admit; it saves lots of thought. Nevertheless, it might in the long run, be worth while becoming more precise in our technical and perhaps commercial approach.

I have received from Antara Chemicals a really first-rate booklet on P.V.P.—to quote from their first page "film-former, protective colloid and suspending agent, physiologically acceptable polymer, binder and stabiliser, detoxifier and complexing agent." The booklet describes types available, physical and chemical properties, toxicity data, industrial uses and references. The sec-

tions on film-forming properties and compatibility should be of interest to formulators of hair lacquers. Talking of hair lacquers, I was struck by the twopage colour advertisement in "The Chemist and Druggist" March 22nd, 1958. This illustrates and describes a new product launched in the U.K. In addition to the natural or tintless hair lacquer, there are five shades-Sable Royal, Pure Gold, Copper Flame, Black Starlight and Blue Diamond. The project will be backed by full page colour advertisements in the leading magazines and repeated demonstration on television. This is one of the most ambitious efforts in the aerosol field and the name of "Clair de Lune" is in line with the Paris background of the enterprise.

#### **PVP** and Silicones

There is no doubt that P.V.P., important as it is at the moment, offers exciting posibilities for the future. Equally well this can be said of the silicones. Both these products found an immediate application in aerosol formulation. The use of silicones in aerosols has been very well discussed by Thomas H. Reilly and D. V. Brown in the February 1958 edition of 'Soap and Chemical Specialties'. As the authors say, silicones lend themselves ideally to aerosol packaging. They have high solubility in flurocarbons, hydrocarbons and in chlorinated aliphatic and aromatic solvents. Some are even soluble in alcohols. The fluid and resin solutions are readily emulsifiable-a big advantage with many foam products, especially the sunscreen preparations. They are chemically stable, non-corrisive, odourless, practically colourless and possess a low order of toxicity. Further, they are not subject to mildew or rancidity. Unique properties indeed! The silicones do not affect black-plate, tinned or resin-lined containers and judging by past experiences, nylon and brass valve parts and pol-yethylene dip-tubes are unaffected.

There is little doubt that the silicones are easy to use in cosmetic aerosols and possess outstanding properties. It can be seen from the Reilly and Brown article that their solubility in propellants, their low order of toxicity and great stability, place them in the front rank of cosmetic ingredients. Add to this water repellency and protective action on the skin and low surface-tension (giving a smooth velvety feel to creams and lotions) and it is obvious that the silicones are simply asking for use in aerosol cosmetics. However, there are many other types of aerosol products which include these chemicals, e.g. sun-tans, hair sprays, polishes, leather sprays (treatment of shoes, brief cases, etc.) waterless hand-cleaners, antifoams and paints. Other possibilities are listed as stick and lotion antiperspirants and deodorants. after-shave lotions and shampoos.

I noticed recently that Dr. Clark has commented to the effect that uncoated aerosol bottles are not to be found in Europe apart from Italy. This tempts me to mention that our (U.K.) one and only packer in uncoated bottles has discontinued this practice.

#### 1297: BUBBLES

Q. We would be interested in information pertaining to the development of a solution to be used in a bubble making machine. We would like a perfumed solution that would produce large quantities of bubbles and would be capable of being wind-borne for a distance. N. L. C., New York. A. We would suggest you contact the following companies for data such as you mention: Stepan Chemical Co., 427 West Randolph St., Chicago 6, Ill.; American Alcolac Corp., 3440 Fairfield Road, Baltimore 26, Md.; General Aniline and Film Corp., 230 Park Ave., New York, N. Y. These people have been involved in problems like yours and will be able to give you suggestions for a composition with their ingredients. As for fragrance, this is something you can pick up from any of the perfume houses many of whom advertise in the American Perfumer.

#### 1298: LANOLIN ESTERS

Q. We would like to know the source of supply of the castor oil lanolin esters as mentioned in your magazine. B. C. E., Brazil. A. The castor oil lanolin esters are known under the trade name of Ricilan and are available from American Cholesterol Products, Inc., Amerchol Park, Edison, N. J.

#### 1299: SOAP

Q. We wish to obtain the following information: (1) A formula for a neutral soap such as is used in lubricating conveyors in soft drink bottling plants; (2) An antifoam agent to be used in a pine oil deodorant emulsified in coconut oil soap solution; (3) Formula for a liquid detergent for household and laundry use. M. O. M., Cuba.

A. We are not acquainted with the type of soap used in lubricating conveyors in soft drink bottling plants. We suggest you contact some specialty soap manufacturers, such as the National Oil Products Co., First and Essex Sts., Harrison, N. J., who make a variety of specialty soaps. There are a host of antifoam agents that are used but each for a rather specific purpose. The Dow Corning, General Electric and Carbide and Carbon silicone solutions are all useful for this purpose. However, the silicones are poorly soluble, and therefore, you may have a problem incorporating them. We suggest that you contact these suppliers at the following addresses: The Dow Corning Corp., Midland, Mich.; General Electric Co., Silicone Div., Mechanicville Road, Waterford, N. Y.; Union Carbide Chemicals Co., Silicone Div., 30 East Forty-second St., New York 17, N. Y. In regard to a liquid detergent for household and laundry use, this likewise is a little out of our field since our specialty is flavors, toilet goods and certain soaps only, but we suggest that you contact the following organizations who supply such materials: Atlas Powder Co., Wilmington, Del.; General Aniline and Film Corp., 230 Park Ave., New York, N. Y.; Rohm & Haas Co., Washington Square, Philadelphia, Pa.; Monsanto Chemical Co., 1700 South Second St., St. Louis 4, Mo.

#### 1300: ANTIOXIDANTS

Q. We are regular subscribers to your fine magazine and always read the "Desiderata" section. We are very much interested in the orange oil antioxidant products such as BHA, BHT and NDGA mentioned on two occasions in your magazine. W. S. K., Japan.

A. You may obtain the antioxidants from the following suppliers: BHA—Tennox Series, Eastman Chemical Co., Kingsport, Tenn.; Sustane, Universal Oil Products Co., 30 Algonquin Road, Des Plains, Ill.; BHT—Catalin Corp. of America, 1 Park Ave., New York 16, N. Y.; NDGA—Nordigard Corp., 2536 West Monroe St., Chicago 12, Ill.

#### JASMAROME 57-

This product has the floral, animalic note and enveloping potency of the natural product. It is steady throughout, retaining during evaporation its particular Jasmin odor. Its stability is remarkable and it is easily used as a substitute for the natural product.

SAMPLES ON REQUEST





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## **Chemical Abstracts**

ANTIMICROBIAL ACTIVITY OF SURFACE-AC-TIVE SUBSTANCES. ANTIMICROBIAL ACTIVITY OF CATIONIC ANIONIC MIXTURES. Isao Shibasaki and Gyozo Terui (Osaka Univ.). J. Fermentation Technol. (Japan) 34, 297-304 (1956).—Addn. of Na lauryl sulfate (SLS), Na alkyl benzenesulfonate (Soaplex), or capric acid (CA) to dodecylpyridinium chloride (DPC) in equal proportion made the microbiostatic action of the latter larger, except the combination of DPC and CA which was antagonistic. Addn. of SLS or Soaplex to octadecyltrimethylammonium bromide (Softex) or alkyl dimethylbenzylammonium chloride (Osvan) made the microbiostatic action of the former 2 much smaller. The effect of these mixts, depended to some degrees on species of microorganism examd. Varying the proportion of these mixts., combinations of DPC-SLS and DPC-Soaplex, did not change the activities. In the combination DPC-CA, a larger proportion of anionic agent showed smaller antagonism on Saccharomyces cerevisiae. The Softex-SLS combination had a small microbiostatic action caused by antagonism between them, but the proportion 1:0.5 showed larger activity on S. cerevisiae and Hansenula anomala. The combination Softex-Soaplex did not antagonize each other with S. cerevisiae while both were antagonistic with Escherichia coli except at the proportion 1:0.5; Softex-CA behaved in a similar way. Osvan-SLS showed larger antagonism with larger proportion of aniomic agent. Osvan-Soaplex showed slight influence on S. cerevisiae but antagonism with E. coli. Combination DPC-SLS shown no antagonism and gave longer lag phase, while Softex-SLS, Softex-Soaplex, and Osvan-SLS showed antagonism and gave shortened lag phase in the microbial growth curves. In fungi those combinations which were antagonistic on sporulation were not always antagonistic on the mycelial growth. The microbiostatic action of cationic agents was larger in alk. pH and that of anionic agents in acid pH. In such combinations as DPC-SLS and DPC-Soaplex more alky, resulted in larger microbiostatic activity. Softex-SLS was antagonistic but showed smaller antagonism at pH 3.5 and at 8.0. The antagonism in Osvan-SLS depended on the species, and it showed larger microbiostatic activity or smaller antagonism at more alky. DPC-SLS and DPC-Soaplex showed rapid bacteriolytic action on Bacillus subtilis, but Softex-SLS, and Softex-Soaplex allowed repropagation after bacteriolysis. Osvan-SLS, Osvan-CA and Softex-CA showed quite similar bacteriolytic action when used alone. Thru C.A. 51, 11457c.

ANALYSIS OF SKIN AND COSMETIC OINTMENTS. III. SEPARATION OF THE COMPONENTS OF OINTMENTS. Rudolf Springer (Univ. Munich, Ger.). Mitt. deut. pharm. Ges. 27, No. 3, 41-6 (pub. in Arch. Pharm. 290, No. 3) (1957); cf. C. A. 51, 7649i—Det. whether one has a soln., a suspension, or a H<sub>2</sub>O-contg. emulsion and differentiate among lipo-, hydrocarbon-, and hydrogels. The H<sub>2</sub>O-free prepn. (5-10 g.) is refluxed with 50 ml. CHCl:CCl<sub>2</sub> (I) 1 hr., cooled 3-4 hrs., and filtered. The insol. portion is digested with 50 ml. H<sub>2</sub>O and filtered. The H<sub>2</sub>O-sol. portion contains medicinal substances, fatty alc. sulfates, and some hydrogels while the H<sub>2</sub>O-insol. fraction contains medicinal substances, fillers, and inorg. and org. hydrogels. The original I filtrate is

extd. with  $\rm H_2O$  to remove glycerol and glycols, evapd. to dryness, digested with warm 60% alc. to remove I-sol. medicinals as well as fats which sep. on the sides of the flask on cooling, hydrolyzed with 30 ml. 2N alc. KOH, concd. to remove alc., dissolved in 50 ml. hot  $\rm H_2O$ , and extd. with I at 50° to remove wax alcs., hydrocarbons, steroids and silicones. The aq. soln. contains fatty acids, soaps, esters of wax alcs. and fatty acids, sorbitans, polyethylene oxide and glycerol. Thru C.A. 51, 11659h.

CONTROL OF BACTERIAL SPOILAGE OF EMULSION OILS. E. O. Bennett (Univ of Houston, Tex.). Soap and Chem. Specialties 32, No. 10, 47-9: No. 11, 46-8, 155 (1956).—Bacterial spoilage of metal cutting oils is reviewed; 232 bacterial inhibitor compds. are listed with evaluation of their effectiveness against aerobic microorganisms in emulsion oils. Thru C.A. 51, 744b.

BULGARIAN OIL OF ZDRAVETZ. Nikola Nikolov. Soap, Perfumery & Cosmetics 29, 1241-2 (1956).—The qualities that made zdravetz oil (oil of Germanium macrorrhizum) a distinctive essential oil are considered. Because of the tender structure of the plant, water distn. is employed with cohobation. The oil is yellow-green. It consists of a solid portion, stearoptene, and a liquid portion, elaeoptrene. Thru C.A. 51, 3093c.

LACTONES FOR FLAVORING MARGARINE. Jan Boldingh, Pauline H. Begemann, Guido Lardelli, Reginald J. Taylor and Wm. T. Weller (to Unilever Ltd.). Brit. 748,661, May 9, 1956. The lactone of δ-hydroxydodecanic acid is prepd, and can be used for imparting a butter-like flavor to food stuffs. Thru C.A. 51, 462d.

ANTIFOGGING AGENT FOR GLASS. Keiji Fukushi. Japan. 1588 ('55), Mar. 9. A cotton cloth is impregnated with 10% by wt. of a soln. composed of poly (methylsiloxane) 8, Tween 80, 20 and water 72%. The cloth is moistened with a small amt. of water and the window glass is wiped with it to prevent fogging at  $-5^{\circ}$ . Thru C.A. 51, 640f.

DEPILATORY CREAM. Shotaro Nakajima (to Taisho Drug Manufg. Co.). Japan. 166 ('55). Mar. 9.. CH $_2$ (SH) CO $_2$ H (96.6 g.) at 20 is agitated with 121.6 g. Sr(OH) $_2$ , then with 500 ml. alc. and the ppt. filtered to obtain 159.7 (HSCH $_2$ CO $_2$ ) $_2$ Sr (I). I 15, Ca(OH) $_2$  18, water 13, hydrophilic ointment 53, and 0.02 g. 2,3,4-(OH) $_3$ C $_6$ H $_2$ CO $_2$ Pr 0.02 g. are mixed. The product removes hair efficiently in 10 min. Thru C.A. 51, 676i.

PERFUMES CONTAINING A m-DIOXANE RING. Muus G. J. Beets (to N. V. Polak & Schwarz's Essence-fabrieken). U.S. 2,769,014, Oct. 30, 1956. See Brit. 714,-645 (C.A. 48, 2683a). Thru C.A. 51, 676i.

SUBSTITUTES FOR COCONUT OIL IN SOAP MAN-UFACTURE. A. U. Khan (H. B. Technol. Inst. Kanpur). Indian Soap J. 21, 109-12 (1955).—Of the 18 indigeneous fats and oils considered, only psia-seed fat (from Actinodaphne hookeri), khakan fat (from Salvadora oleoides) and palm-kernel oil (from Elaeis guineensis) can be used for making soap on an industrial scale. Thru C.C. 51, 743b. od. to I-sol. f the KOH, , and bons, acids, tans, 659h.

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#### DESIDERATA



Maison G. deNavarre, M.S., F.A.I.C.

#### PERFUME ANTIMICROBIAL ACTIVITY

The paper by Maruzzella and Henry on the antibacterial property of a hundred perfume oils, all from one supplier, is worthy of reading in the July issue of the J. A. Ph. A. Scientific Ed. The authors used a paper disc method of determining activity against ten bacteria and ten fungi. The fungi were more affected than the bacteria by two times.

The most resistant bacterium was Pseudomonas aeruginosa and Candida krusei was the most resistant fungus according to the authors.

The weak link in this work is that the perfume oils were used full strength. Since most creams and lotions rarely contain more than 0.5 per cent perfume oil and often less, the results obtained by the authors would in no way necessarily parallel findings in cosmetic usage. The series should have been run at this lower dilution and the results correlated. In fact, it is rare that a perfume oil is used "straight" in any drug or cosmetic product.

#### ON HAIR SPRAYS

A recent issue of Consumer Reports makes quite a story of the article written by the St. Louis doctors which appeared in the New England Journal of Medicine. They make a point of the need of listing ingredients on the labelling, implying that this would be a solution to the problem.

An analogy would be to have a banana peel analyzed and labelled as to ingredients just because a person slipped on it and perhaps injured more than his composure.

Work within the C. S. M. A. and

the F. D. A. will undoubtedly bring out the facts within the near future.

#### SUNSCREENS

An article by Hippen in the April issue of Cosmetologie is most informative on the subject of sun tan, sunscreens and tanning of the skin. There are a couple of interesting illustrations showing the effect of ultraviolet light wavelength 2950 Å and 3500 Å. Though published in French it is still good reading if you have a smattering of foreign language.

This is followed by two additional articles written by Maurin and Morelle, on two other aspects of the same study—also in French.

#### **AEROSOL SUNTAN PREPARATIONS**

Oils readily lend themselves to formulating into suntan aerosols. But is a suntan aerosol fundamentally right? There is the long range effect of inhalation that must be considered. Then the problem of bathing suit (especially Lastex types) stain or damage. Finally, it is important to get a uniform film applied to all exposed areas.

Using an aerosol to get adequate sun protection is therefore not without some problems. If these can be surmounted, then it should be a promising field.

#### NOTES

The relationship of saturated, and unsaturated fats to cholesterol deposits in atherosclerosis is experimentally established by tissue culture techniques using human aortic cells in a recent article in Lancet (1, 545, 1958). . . . Lyon and Koltz have published a very interesting paper on the interaction

of epidermal protein with aluminum salts in the J. A. Ph. A., Scientific Ed., (47, 509, 1958), in which they find that callus absorbs more aluminum ion than skin. This action is very pH dependent. It is felt that the carboxylate groups of the protein bind the aluminum. Both aluminum sulfate and chloride were used in the tests. This is recommended reading to anyone interested in antiperspirants. . . . The combined use of nicotinates and sterols in cosmetics may not be far off if the tie-up between sterols, nicotinic acid and atheroschlerosis is clarified to the satisfaction of all. . . Wedderburn's paper on the preservation of toilet preparations containing nonionics was finally published in the July, 1958, issue of the Journal of the Society of Cosmetic Chemists. She finds, as I did, that all nonionics tested affect germicidal and preservative properties, the degree varying with the nonionic tested. The work did include the use of six fungi though the tables do not report results with these organisms. If enough people work on this problem, an answer will be found. . . . Pharmacists in industry are forming an organization. Membership is open to all registered pharmacists or graduates of schools of pharmacy. . Fredell and co-workers recently wrote about a new topical antibacterial agent, bis-1,3-β-ethylhexyl-5amino-5 methyl hexahydropyrimidine, abbreviated to a trade name, Hexetidine. Apparently Tweens 20 and 80 do not interefere with its activity. . . . Congrats to General Mills for their cooperation in teaching a group of their people the Russian language. We should all take off our blinders. Day is here.

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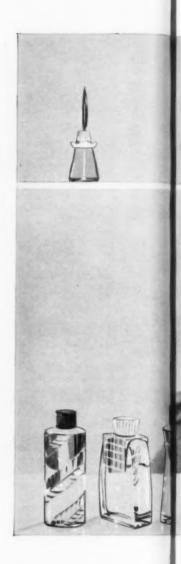
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# **Book Reviews**

PERFUMES AND THEIR PRO-DUCTION. E. S. Maurer. United Trade Press Ltd., 1958. 6x9 in, 320 pages Cloth covers. Price \$6.50.

The author of this practical and useful book has had over 30 years of experience as a perfumer and cosmetic chemist and is a recognized authority on perfumery in all of its branches. He is well known and respected for his technical articles in scientific journals in the United Kingdom, Europe and the United States including the American Perfumer and Aromatics, on perfumes and on the perfuming of all types of cosmetics. At present he is senior perfumer for Lautier Fils Ltd., London.

Primarily the book was written to serve as a day-to-day reference work and desk book for all engaged in the practical utilization of perfumery raw materials. Because of the systematized arrangement of the data on perfumery raw materials, for instance, the reader's task of referring, comparing and contrasting various materials is simplified.

Part I is an Introduction to the Study and Handling of Perfumes. Chapters in it are: The Perfumers Training and Approach; Perfumery Laboratory Techniques; Raw Materials, Purchases and Storage; Compounding, Ageing and Filtration; Approach to Formulation; Perfuming Soaps, Cosmetics and Other Preparations; and Top Notes in Perfumery.

Part II covers the Perfumer's Raw Materials. Chapters in it are: The Natural Products; Methyl Esters and Formates; Ethyl Esters and Acetates: Propyl Esters and Propionates; Butyl Esters and Butyrates; Amyl Esters and Valerianates; Benzyl Esters and Benzo-Phenylethyl Esters and ates: Phenylacetates; Cinnamic Esters and Cinnamates; Phenylpropyl Group of Perfumery Esters: Anisyl Esters and Anisates; Salicylates; Anthranilates; Eugenols; Hexyl Esters and Caproates: Heptyl Esters and Heptylates (Oenanthates); Octyl Esters and Caprylates; Nonyl Esters and Nonylates (Pelargonates); Decyl, Undecyl and Undecylenyl Group; Lauryl and Myristyl Groups; Terpene Esters; Acids and Alcohols; Aldehydes; Ketones and Phenones; Ethers and Phenol Ethers; Acetals; Carbinols and Their Esters; Acetylenic Acid Esters; Lactones; and Civet-like Odors. Indices to tables of perfumery, synthetics etc. and to the contents are added features. The highly practical nature of this authoritative work makes it a must in every perfumer's library.

MOLECULAR STRUCTURE AND ORGANOLEPTIC QUALITY S. C. I. Monograph No. 1 Society of Chemical Industry and Macmillan Co. 1958. 5½x8½. in., Cloth covers, 124 pages. Price \$3.75.

This volume is made up of papers read at a symposium in Geneva, Switzerland, organized by the overseas section of the Society of Chemical Industry of London, England. All of the papers are by recognized authorities.

The papers are: "Facts Old and New Concerning Relationships Between Molecular Structure and Odor" by M. Stoll; Physiology and Genetics of Organoleptic Perception" by H. Kalmus; "Tentatives de Mesure de l'Intensite de l'Odeur" by J. Sfiras et (Mlle) A. Demeilliers; "The Relationship Between the Stereochemistry and Odorous Properties of Organic Substances" by Y.-R Vaves: "Structure and Odor" by M. G. J. Beets; "Odor and Molecular Vibration" by R. H. Wright; "Some Comments on Theories of Smell" by H. W. Thompson; and "Fundamentals of Odor Chemistry-a summary" by L. Ruzicka.

THE CHEMICAL FORMULARY X. H. Bennett. Chemical Publishing Co. 1957. 6x9 in., 392 pages, Cloth covers. Price \$8.00.

This is the latest in the series of valuable, timely, practical commercial formulae and recipes for making many products in many fields of industry, compiled under the direction of the editor in chief and 54 members of the board of

editors all of whom are engaged in engineering or chemistry. All formulae in the preceding nine volumes are different from those in this volume which is virtually an addenda to them. The arrangement and classification of the numerous formulae follow the same pattern as in the preceding volumes in the series. All of the formulae are new and up-to-date and trade marked chemicals are included. A well compiled index adds to the usefulness of the book.

SOLVENTS. Thomas H. Durrans, D.Sc., F. R. I. C. Seventh Edition. D. Van Nostrand Co. 1957. 6x9 in. 244 pages. Cloth Covers. Price \$8.00.

This is volume four of a series of monographs on applied chemistry founded by the late E. Howard Tripp, Ph. D.

The seventh edition of Solvents has been extended in detail by reason of modern developments. Attention has been given to solvents and plasticizers for many new plastics and the figures for physical characteristics have been extended to increase the usefulness of the book. It is a work that will be useful wherever there is occasion to refer to alcohols, glycols, ethers, esters, lacquer solvents and plasticizers. The book should be a welcome addition to the library of all chemists.

DICTIONARY OF SCIENTIFIC TERMS. Sixth Edition revised and enlarged. John H. Kenneth. D. Van Nostrand Co. 1957 6x9 in., 532 pages, Cloth covers. Price \$12.50.

The purpose of this book is to give the pronunciation, derivation and definition of terms in biology, botany, zoology, anatomy, cytology, genetics, embryology and physiology. The first and second editions were prepared by I. F. and W. D. Henderson. Specific, generic, ordinal and other systematic names of plants and animals have necessarily been omitted in a volume of this size. The text for this edition was extensively revised and extended so that about 14,000 terms are now given. Numerous cross references have been added and additional meanings of existing terms have been inserted and in addition many new terms have been added, special attention being given to terms used in American text books.

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# Detection of Color-Add Dye in Cold Pressed Orange Oil

Method utilizing ultraviolet or infrared absorption analysis

J. W. KESTERSON, R. HENDRICKSON and G. J. EDWARDS

n the usual procedures for marketing of the Florida citrus crop, some color-added fruit is used in the processing of coldpressed orange oil. In the 1956-57 season 12.2 million boxes of color-added oranges were shipped as fresh fruit (5). Since an average packout in fresh fruit houses is about 60 percent (1), presumably about 8.1 million boxes of the total 67.8 million processed (5) were color-added packinghouse eliminations. The processors usually mix packinghouse eliminations with fruit received directly from the grove, and oil at times is processed from mixed peel received from the juice

The presence of a trace or small quantity of color-add dye has no detrimental effect on the quality of the oil. However, there are certain uses for the essential oils, such as concentrates, extracts, etc., when it might become desirable to use oils free of color-add. The following information is presented to enable the essential oil industry to select such lots of oil.

### **METHODS**

Representative samples were secured from either a 30,000 or 60,000 pound lot of orange oil simultaneously, from two different plants utilizing the FMC In-line extractor previously described by Kesterson and Hendrickson (2) for the production of essential oils. One



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August, 1958 29

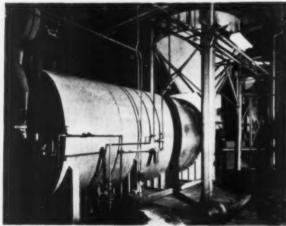
plant processed only grove-run fruit, while the other processed a mixture of grove-run and packinghouse eliminations. Each sample represented the oil produced from either 200,000 or 400,000 boxes of oranges. These samples were considered to be of excellent quality as well as conforming to the standards of purity for coldpressed orange oil.

Ultraviolet absorption data were secured in accordance with the procedure of Sale et al. (4), using a Beckman Model DU quartz spectrophotometer with hydrogen lamp attachment and a dilution of 0.25 gm. oil in 100 ml. of 95 percent ethanol in a 10 mm. silica-absorption cell.

Infrared absorption data were obtained using a Beckman IR-2 infrared spectrophotometer equipped with a wavelength drive, a specially constructed variable slit mechanism, and a recorder. Each oil was run without dilution in a sodium chloride cell of 0.03 mm. thickness. The amplifier was set with an 8 sec. period. The wavelength drive was in high speed. The slit was set at 2.5 mm. at 15µ and varied continuously from 2.5 mm. 15µ to a smaller value at 1µ.



Kesterson at work on a research problem



The Citrus Experiment Station, Lake Alfred, Fla. operates its own processing and pilot plant for citrus fruit products

### **EXPERIMENTAL PROCEDURE AND DISCUSSION** OF RESULTS

By the use of infrared and ultraviolet absorption data as shown in Figure 1 and Tables 1 and 2, citrus oils produced from color-added, packinghouse eliminations can be distinguished from those produced from grove-run fruit.

Data presented in Figure 1 and Table 1 show that a more pronounced absorption peak at 13.1µ in the infrared in largest for the oil produced from color-added

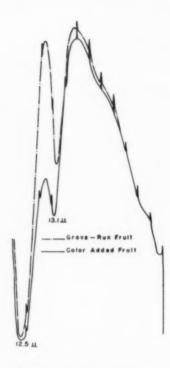


Fig. 1. Typical infrared curves of coldpressed orange oil made from grove-run fruit and color-added fruit.

fruit. The infrared absorption spectra were identical for the oils produced from grove-run fruit and that produced from a mixture of grove-run and packinghouse eliminations, except for the absorption peak at 13.1 µ. A similar absorption peak at 13.1 µ was found when a small amount of color-add was added to oil produced from grove-run fruit. In Table 2 it can be seen that in the ultraviolet the color-added fruit gives a depression for the CD and peak absorption values. The difference is presumed to vary according to the quantity of color-added fruit processed. The greater the quantity

Table 1. Infrared absorption data to show the difference between coldpressed orange oil made from grove-run fruit and color-added fruit.

Production	% Absorption @ 13			
Date	Grove-run Fruit	Color-added Fruit		
5/1/57 - 5/15/57	35	78		
5/15/57 - 6/1/57	46	63		
6/1/57 - 6/15/57	40	54		

Table 2. Ultraviolet absorption data to show the difference between coldpressed orange oil made from groverun fruit and color-added fruit.

	Grov	e-run Fruit	Color-added Fruit		
Production Date	CD	Peak Absorption 330 mu.	CD	Peak Absorption 330 mu.	
5/1/57 - 5/15/57	0.28	0.52	0.24	0.48	
5/15/57 - 6/1/57	0.32	0.54	0.27	0.48	
6/1/57 - 6/15/57	0.27	0.49	0.23	0.44	

of color-added fruit used, the greater these differences will be. Evaporation residues of oil from color-added fruit give a characteristic orange color; whereas, those from grove-run fruit give a greenish-orange colored

Since the normal variation (3) for CD and peak absorption values in commercial samples is larger than those differences recorded in Table 2, it might not be possible to accurately determine by ultraviolet absorption data whether color-added fruit had been used. Infrared absorption data seems to be more specific for this purpose.

### SUMMARY

Data presented show that when color-added fruit has been used for the production of coldpressed orange oil there appears a strong absorption peak at 13.1u in the infrared and a depressed peak absorption at 330 mu. and lower CD values in the ultraviolet. While ultraviolet absorption data may be indicative, infrared absorption is more specific.

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## Trends in Packaging

A panel of seven distinguished American designers met recently at the Lotus Club in New York under the auspices of the Package Designers Council to discuss significant trends and future developments in package

Speaking to an audience of designers, manufacturers and advertising agency representatives, the panelists agreed that the improvements in materials and methods at this year's AMA Packaging Show were a sign of the industry's vitality.

Walter Landor, Walter Landor & Associates, San Francisco, warned that "a design moves products only if it moves people and the majority of today's packages aren't going to move anyone. A package must be imbued with a soul and a spirit that finds its way into the design of a package only if we ourselves have it and know how to put it there." He also felt that future packages will have to be less contrived and more straightforward because the consumer is developing powerful mental blocks against "overpackaging."

Frank Gianninoto, of Frank Gianninoto & Associates, pointed out that there was a good reason for what Mr. Landor called "overpackaging." "There is a need for a package to be seen. Remember that today's market-place is an exciting place. And if the consumer can't see a package, she can't buy it."

Robert Sidney Dickens, Dickens Inc., Chicago, pointed out that, in the competition to develop new packaging, many packaging materials are being used inappropriately. He saw at the Packaging Show, for example, an inner tube packed in a polyethylene bag and aluminum foil used for dog food and as a wrapper for 6-pack orange juice. "6-packs," he said, "are supposed to be for economy and they should look economical." Many good and useful packaging materials will be destroyed unless they are used more carefully."

Royal Dadmun, Royal Dadmun & Associates, Baltimore, discussed an important trend away from "hard sell' packaging towards the package "with the Tiffany look." "As our economy produces a higher living standard and more leisure, the consumer becomes more sophisticated. The new package will be pleasing and polite enough to be invited to the table.'

Dean H. Reynolds, chief designer for Eastman Kodak Co., Rochester, referred to the "ages" of package design —the decorative age, the package engineering and then the merchandising age. "We are now ready," he said, "for the fulfillment of package design by means of graphics. Graphic design can promote the same product for different uses and various phases of everyday life. I think the graphics of the package should and soon will delineate different moods for the same product.

Donald Deskey, Donald Deskey Associates, New York, pointed out that it is becoming increasingly important for the designer to work with his client in the area of technological research. "An ideal assignment to a packaging organization might read 'Assume that no materials exist for packaging this product. How would you package it?' Engineering ingenuity is such that eventually every product will be ideally packaged. If a designer can develop a package that does a better job and is easier to use he gives his client a sales advantage."

Egmont Arens, Egmont Arens, Inc., New York, pointed out, that in today's highly competitive marketing situation, the use of new packaging techniques and materials is not always the advantage it seems to be. "Any effective packaging strategy is soon adopted en masse by every manufacturer in the field. When that happens the initial advantage is soon dissipated and higher packaging costs may be the only reward." He stressed that "the prime essential which a company must set in its packaging program is the establishment of strong and distinctive individuality" and it is the responsibility of the professional package designer to help him do this

Walter Stern, PDC, of Raymond Loewy Associates, New York, acted as moderator of the panel and also discussed some of the advances in packaging materials displayed at the Packaging Show. He felt the most noteworthy advances had been made in plastics and aluminum.

## Extra Value Intangibles

The president of a fairly well-known company that has grown markedly of late years by accretion through the purchase of smaller concerns has this to say about the incidental benefits of growing by purchase:

While our first care is to acquire a going concern that will add strength as well as round out the company's operations, we find increasingly that with every company that joins us, we acquire certain intangibles that are often of the very greatest value.

"I mean the particular set of standards by which each company has made its success before ever we got together. For example, one company (now one of our most important divisions) had been making a product in our general field but far beyond immediate competition with us on account of its greater size, elaborateness and cost. We found when we acquired this company, that its standards of precision workmanship and quality control could be applied to all our divisions' operations-and that its people were of the greatest help in spreading the new concepts throughout our organization.

"In another case it was the fine, brave, competive spirit of a comparatively young company we bought, that bucked up our whole sales organization, and in a third, an unusually successful employee relations policy that has since infused the whole corporation .- Rogers, Slade



To overcome the obstacle of instructing those who speak only a foreign language, demonstrations of the proper application of cosmetics form a part of sales training.



# **Building Sales**

How it educates its distributors in foreign countries to teach their native retailers and native salespeople to sell in the Revlon way

BEN GRAUMAN



Another device to hurdle the language barrier is a "write-in manual" included in the sales training program. Only the headlines and illustrations are included. Salesgirls use the remaining space to write notes in their own language. This method has proved to be effective

W ith an aggressive overseas merchandising program based on effective sales training for distributors and dealers, Revlon International is out to duplicate in 96 foreign markets the amazing success the parent company achieved in the United States.

The heart of the sales training program is a kit which contains all necessary materials for conducting a highly visualized full-day meeting, with foreign sales groups and yet is compact enough to fit into one small piece of hand luggage. Preparation of such a kit had been a long-time dream of Miss Claire Vorhees, supervisor of training consultants for Revlon International. As traveling consultant for Revlon, she spends about ten months of each year on foreign soil. Actually she has been traveling to acquaint women with Revlon products for the past 14 years, but since 1951 her duties have consisted primarily of training the women employed by the company's distributors overseas. These women in turn go out into the field to teach retail salespeople the art of selling the Revlon way. The company's goal was to provide these women with the training aids that would enable them to stage effective retail sales training sessions.

At Miss Vorhees' suggestion, David Smith, sales director of Revlon's overseas operation, met with Porter Henry, president of Porter Henry & Co., Inc., sales training specialists which for the past 12 years,

### Selling to Millions Who Speak Different Languages

How the problem was met of selling its products in far flung outlets ranging from Rhodesia and Siam to the countries of Europe and Latin America, where many different languages are spoken and where no one language or combination of languages would suffice, by an ingenious visual method utilizing skillfully designed pictures which are understood by all.

How in much the same way the company enlisted the help of native salespeople with little or no formal education and with practically no sales experience to quickly adopt the methods for selling suggested by the company. The plan has worked well.

# in 96 Foreign Countries

has been developing sales training programs for such companies as the General Electric Co., Socony Mobil Oil Corp., Cluett-Peabody, and many others. Although the company had never designed a training program exclusively for the foreign market, its experience in developing sound training programs—especially those which teach through visual aids—enabled them to modify American training techniques to meet the special needs of the numerous Revlon markets abroad.

The basic problem was to develop a traveling sales training meeting which could be used in training overseas distributor personnel, and which they in turn could use in training retail salesgirls.

### **Far Flung Outlets**

Since these overseas outlets include such far-flung outposts as Rhodesia and Siam as well as Germany, France, Italy, and South America, no language or combination of languages would be adequate. The kit would have to communicate beyond the range of words. In addition, since educational standards, backgrounds and experience of sales people are likely to be quite diverse in various sections of the world, a universal kit would have to meet the needs of persons with almost no sales background and little formal education. Yet because Miss Vorhees, with her vast knowledge of the field, was also to use the training aid, it had to



Steps in the professional manicure are skillfully illustrated on pages of the flipchart which fits into the carrying kit. Actual practice in manicuring is provided



Complete materials for a full-day sales training program are included in a compact carrying case. It contains a flipchart, a meeting guide, a magnet board and 85 magnetic "slap-ons" all handily packed come up to professional standards.

This being an intercontinental age, the entire sales device had to be constructed light and compact for travel by air, yet sturdy enough to withstand freight handlers in Marakesh and Maracaibo. As a final requirement, the kit had to serve a dual purpose: (1) train the distributor's people; and (2) then be projected by them to retail sales training.

### **Average Foreign Distributor Not Trained**

Traditionally, the staff of the average foreign distributor is never given the training needed to demonstrate to its customers—the retailer and his staff—how to display, market, and sell American products. Few, if any visual training aids are supplied. Moreover, the main contact between manufacturer and foreign distributor is usually limited to a once-or-twice-a-year visit from a home-office executive.

The result was that the Revlon distributors' own training meetings for retail salespeople were loosely organized. Lacking coordinated information, unfamiliar with and untrained in American methods of "trading up" or selling related items, the foreign salesgirl sold haphazardly. She either overlooked or forgot many convincing points.

### **Approval of Store Owners**

Moreover, there was a problem inside this formidable problem. Before retail salesgirls could be trained by the distributor's consultants, the training had to be approved by store owners; these owners' sales



A Revion distributor salesman (left) uses a visual sales presentation to aid in convincing a store owner that he should enroll his salesgirls who sell to the public in the Revion training class

techniques and practices were, for the most part, as different from methods in this country as their native languages are from English.

In the main, these overseas owners do not believe in encouraging employees to sell. Instead, they emphasize service. Displays as a rule are either non-existent or inadequate. Overseas, one rarely sees a display or section devoted to the products of a single manufacturer. In some cases, when displays are used, they are so unrelated that they only add confusion to products that a firm has worked for years to simplify and relate.

In Germany, for example, cosmetics are grouped by product classification, without regard to manufacturer. All hand lotions . . . all lipsticks . . . all face creams are grouped together, regardless of brand. The cosmetic sections are not sub-divided into special counters or sections featuring only one company's products. This, of course, makes it very difficult for a clerk to relate complementary items when selling.

Part of the sales training program therefore, was to try to encourage changes in the arrangement of cosmetic departments. The merchandising logic behind this—so well proven by American stores—is that a coordinated display of the complete line of a manufacturer's products helps sell them all—and obviously increases "extra" sales of those which are related.

So in order to get all these sales and training points across to the busy—sometimes inflexible and often skeptical—store executive, and to convince him that great benefits could be derived by letting his salespeople attend training sessions, Revlon had the Porter Henry Co. devise a special visual presentation. This presentation is used by distributor salesmen to persuade store executives to enroll their salesgirls in the training program.

### **Problem of Working Out a Training Kit**

With all these problems, conditions and circumstances piled neatly before them, working teams from Porter Henry and Revlon sat down and worked out a training kit. It was six months in the making—sketches and discarded art filled four file drawers. Yet the finished item emerged as a single piece of luggage, identical in appearance to a luxury traveling case for a woman who doesn't travel light.

Inside the case are complete materials for putting on any version or adaptation of the standard training meetings. The kit is a little heavy for a 103 pound model to lug to Calcutta . . . but 103 pound—and upwards—models are lugging it. And the older Revlon hands among them are satisfied to do it, because the kit has made life so much simpler. Distributors use the boss-selling presentation to line up a meeting, see that all arrangements are made in advance, and then the Revlon-trained demonstrator takes over.

### Typical Meeting of Retail Sales People

At the meeting, the distributor sales girls are made to feel at home, and the major objectives and concept of the training are stated. Before the actual presentation begins, some of the basic points of selling are explained. Revlon hits hard at three points: (1) determining the needs of the customer, (2) selling the benefits of the products, and (3) demonstration. Preliminary explanations over, the kit is brought into use.

For the most part, the presentation used overseas by Revlon is highly pictorial. Pictures, of course, lift the language curtain—and since the drawings in the Porter Henry kit are clever, they not only speak for themselves without any words at all to explain each point, but are more readily remembered.

Through flip charts, salesgirls see the step-by-step



Porter Henry, Jr. the man who produced the highly successful training kit for Revion International

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Claire Vorhees, supervisor of training consultants who conceived the sales training kit

procedures for selling. If possible, a film on manicuring is shown. (This is important abroad because cosmetic salesgirls have to know how to give manicures. No cosmetology examination is required, as in the U. S .- but Revlon gives its own diploma.) Other visual aid devices are presented on a magnetic easel board on which "slap-ons" are changed. There are 84 magnetized slap-ons, each illustrating the use of a Revlon product or method of displaying it.



Pictures which speak a universal language are ingeniously employed by means of magnetic "slap-ons" to illustrate correct make-up for faces of varying shapes. The plan has produced excellent results

Since speeches, even if accompanied by the cleverest of drawings, do not "stick" with an audience, each guest is given a set of six attractively packaged writein booklets, carrying such titles as "Selling Revlon," "Handcare," "Display and Checking Stock," "Aquamarine and Hair Preparations," "Liquid Treatments," and "Make-up." The page headings on these booklets are printed in the girls' own language, and there is at least one drawing on every page; but nothing else-all the rest is blank. Onto these blanks, each girl writes her own notes in her own language, so that later she can refer to them and relate them to her job.

### **Unique Booklet Teaching Method**

As far as Revlon knows, this booklet teaching method is unique, and by far the best training and memory aid developed for these purposes. Having the

audience write its own notes, in its own language, and in its own way, has proved to be a sure-fire means of getting salespeople on familiar terms with the subject at hand.

As proof of the effectiveness of the booklets, Miss Vorhees reports that in many countries, she has walked into stores on the day following a night meeting and has seen the salesgirls reading from their notes and arranging displays as illustrated the night before. The display section of the kit shows 15 different types of displays, how to build them, and how to group related products. Augmenting this is a product manual which describes each product, its major features and the benefits for the consumer as well as major selling points.

So carefully and comprehensively has the kit been designed, in simplified detail, that even the untrained can use it effectively, practically on sight. There are times when there is no trained consultant in an area and Miss Vorhees cannot be on hand to train or conduct meetings. But by simply following an easy-toread script that each kit contains, even a novice or trainee can follow the exact step-by-step wording successfully.

### **Examples of Practical Value**

For example, in England, when the kit was used with a Revlon representative, a visitor from Rhodesia asked to have the kit sent to him for training his staff. In Bogota, Colombia, Sears-Roebuck asked that it be made available to its entire selling and display staff. (In fact, there have been many cases of stores requesting it as a basic selling and display guide, on the assumption that properly applied to other products, its techniques and information can increase business in almost any department.) In the Philippines, Revlon's sales manager asked for the kit before the supervisor of training consultants could arrive, and trained the military post exchange personnel himself.

In a very real sense, the training kit has improved, if not increased, Revlon's markets. Before the kit, if no one was free to go into an area, that market could not be opened effectively. Now, a call from New Zealand or South Africa for the kit prepares the market and often opens it in advance of the supervisor's

Another reason for enthusiasm among Revlon top brass is that the sales kit also helps unify the Revlon product story abroad. When all sales people have been trained in a similar way, a customer who shops in Germany but travels to Belgium, for instance, will receive the same sales advice, and know she is buying the same product she purchased previously.



From the castor bean, A lanolin ester Fit for a queen.

The RICILANS are 100% active, unsaturated polymeric derivatives of lanolin and castor oil. They are classed as true liquid waxes. The RICILANS are exceedingly stable, almost odorless viscous hydroxyesters which have balanced hydrophilic and hydrophobic groups. An acetylated form is available (Ricilan C) with increased hydrophobic characteristics. These unique products were developed by our Research Laboratories to provide cosmetic chemists with completely new tools for cosmetic research and formulation.

The RICILANS are unusual emollients, penetrants and spreading agents. They dissolve, plasticize and solubilize most cosmetic raw materials. We recommend that they be used in lipsticks for emollience, gloss, and color enhancement; in aerosols for the emollient films they impart; and in creams, lotions, and hair preparations for the unusual soft, waxy after-feel left on skin and hair.

Write today on your letterhead for technical literature and samples.



American Cholesterol Products

AMERCHOL PARK - EDISON, N. J.

### Presentation Before Women's Clubs, Etc.

In addition to selling distributors, training their staffs, and educating sales people, the consultants use the kit in very much the same way as a high silk hat serves a magician. The consultant—now turned good-will emissary—dips into her kit like the magician thrusting his hand into the famed hat, and comes up with speeches, additional visual aids and slap-ons suitable for presentation at women's club meetings, teen-age gatherings and other social or community events. At these times, the Revlon representative does not go into the sales aspect, but offers practical tips on make-up application, hair, and hand care because, appropriate speeches that are easy to understand and deliver prepared by the Porter Henry people, are provided.

### **Unofficial Training**

In Europe, where the Air Force Exchange Service helps a cosmetic school train PX employees, Revlon's kit was used and came away with honors. With seven leading cosmetic houses represented at this AFEX symposium, it was lauded as the most easily understood—and the most attractive visually.

The unofficial training has even extended to airlines here in the U.S., in Europe, and in Australia, that have requested the company to coach their hostesses and stewardesses on good-grooming and proper make-up and color coordination.

### Kit in Use for 18 Months

The sales training kit has been used for one year and a half. Whether attributable to it or not, the supervisor of training consultants reports marked improvement in the sales and sales methods of Revlon products abroad. She knows, for instance, that salesgirls in Germany, trained the Revlon way, have been the first to break down the old habits of inadequate or non-existent displays, and now are nearly as well-trained as American salesgirls.

"This Porter Henry package," Miss Vorhees said on her recent departure for Siam, "is helping to get across American sales methods in an effective capsule form. It is influencing foreign management to adopt American sales training and marketing techniques in a way I have never before seen in all my travels. And since it is the first aid of its kind designed exclusively for the foreign market, it is delighting distributors and dealers—and actually increasing American sales prestige overseas."

## Shave for 25 Cents

Traveling men may be interested to learn that you'll soon be able to get a shave from a vending machine—and for only a quarter. No, the machine won't shave you, but it will sell you a neatly packaged plastic razor, with brushless shave cream in the handle. It's designed for one-time use—such as when you forget to pack the toilet kit on an overnight trip.—Sales Management.

A business succeeds not because it is big, or because it has been long established, but because there are men in it who live it, sleep it, dream it, and are alert to accept new methods to build its future. That attitude is particularly essential these days because of the coming era of intensfied competition.—Louis Schneider.



# Iodophor-Iodine Shampoos

A. CANTOR, Ph. D. S. MOST. Ph. D. and M. V. SHELANSKI, M.D.\*

It is the purpose of this paper to provide some guidance and orientation for the cosmetic chemist, with reference to the development of iodophor-iodine products

Iodine belongs to the group of elements known as halogens; chlorine, fluorine and bromine are other familiar members. It occurs only in traces in most natural substances, but is especially concentrated in sea waters, marine plants and shell fish. Iodine is essential for the normal functioning of mammals, fishes, other animals and perhaps plants. In addition, iodine and its compounds have many interesting actions which have made it important in pharmacology, bacteriology and chemistry.

Iodine exists in three major states: (1) as elemental iodine—here would be included solutions and tinctures of iodine and some complexes with iodine; (2) as iodide ion—as in sea water and the blood stream of man and (3) as organically bound iodine, such as the thyroid hormone and iodinated proteins, in addition to special pharmaceutical organically bound iodine products, of either natural or synthetic origin (1).

Elemental iodine is an extensively used germicide because of its activity against microörganisms. It is unique in its nonselectivity for bacteria, viruses, fungi and other inhabitants of the microscopic world. However, it does not distinguish between the bacterial and mammalian proteins, and so in recent years attempts

have been made to harness the bactericidal powers of the element while controlling its toxicity.

Acute poisoning is rare in spite of the occasional suicide attempts with tincture of iodine; deaths have been reported from 2-3 gm. of iodine, with recovery from as much as 10 gm. (2). An occasional individual may show a marked sensitivity to local application, and a small number or fatal cases due to this sensitivity have been reported (3). Compared to the number of individuals who have used iodine in some form or other, this is admittedly a very small percentage. Iodism is somewhat more common; it is usually associated with regular oral ingestion of iodide; although there is much individual variation, it usually occurs with moderate to large doses of iodides used for a length of time, and is usually manifested by irritative phenomena of the skin and mucous membranes.

Iodophor-iodine complexes are iodine in combination with a carrier. The carrier is a compound which both solubilizes the iodine, and carries it into solution on dilution with water. The complexing of iodine with a carrier results in (1) the reduction of iodine vapor pressure to very low levels; (2) the reduction of toxicity as measured by eye or skin application, and in many cases by oral administration; (3) changes in certain iodine adsorption equilibria and chemical reaction rates (4).

The carrier may be a surface active agent (cartionic, anionic or nonionic), or it may be a water-soluble polymer, such as PVP. Carriers differ in the quantity of iodine they carry, the effectiveness with which they do so, their stability, their chemical reactiveness with iodine (the amount of iodine they consume by chemical

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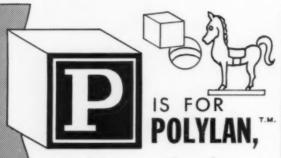
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<sup>\*</sup> Industrial Toxicology Laboratories, Philadelphia, Pa. Dr. Shelanski is medical research director of West Laboratories Inc., Long Island City, N. Y. Presented at the May, 1956 meeting of the Society of Cosmetic Chemists and reprinted from the Journal of the Society of Cosmetic Chemists, Vol. VII No. S, September 1956, page 419



For skin way ahead, Essential fatty acids To lanolin wed.

Yes, the bells are ringing for this outstanding new development of our Research Laboratories. POLYLAN is the 100% active liquid wax ester of linoleic acid and fractionated lanolin alcohols. We have achieved essential unsaturation (lodine no. 120) without sacrificing stability, and offer a product with remarkable penetration and emollient effects.

Cosmetic and pharmaceutical chemists are aware of the importance of unsaturation in epidermal metabolism. We invite you to try POLYLAN wherever essential unsaturates are indicated to improve the effectiveness of a cream, lotion or pharmaceutical product.

Write on your business letterhead for samples, literature and suggested formulations.



American Cholesterol Products

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combination), their toxicity, and their ability to be formulated into useful and practical preparations. The total iodine of iodophor-iodine preparations consists essentially of a physically complexed but chemically available (titratable) fraction, and one which is chemically bound and is neither available nor titratable. It is essentially the titratable iodine which is germicidal. Iodophor-iodine preparations possess the well-recognized germicidal and disinfectant properties of free iodine, with less toxicity and irritancy than is usually associated with the free element.

The first carrier investigated was the water soluble polymer, PVP (5). The second surface active or detergent carrier studied and described was the ethylene oxide condensate of C, alkyl phenol (6). This is a nonionic surface active agent and was shown to be an efficient carrier of iodine. Since then many other carriers have been studied, and much has been learned of their characteristics and usefulness. The most useful and stable carriers were the nonionic surface active agents.

Surfactant iodophors have evoked much interest and have found uses as detergent-sanitizers, germicides and disinfectants (6-11).

The fungicidal and bactericidal properties of iodine, the diminished toxicity and irritancy of iodophors and the effects of iodine on keratin and other fibers suggested their introduction into the field of cosmetics, initially as a shampoo.

Iodine is capable of being adsorbed onto many protein fibers, such as silk, wool and hair. Adsorption of iodine onto fibers is greatly accelerated at acid pH values, in contrast to iodination which proceeds more rapidly in alkaline media. The amount of iodine adsorbed by silk fiber from a number of iodine solutions was studied by Rice and Beal (12) who found that adsorption from a triethanolamine hydriodide solution is considerably greater than from a tincture of iodine or a Lugol's solution of the same iodine content. Silk fibers can take up approximately 1/10 of their weight of iodine from certain solutions.

The adsorption of iodine onto animal fur and skin has been studied in connection with the lustering and curling of furs (13). Iodine was adsorbed by the amino acids of the animal hair more readily from an iodineiodide solution (Lugol's) than from solutions of iodine in alsohol or other organic solvents.

When wall fibers are steeped in an iodine solution, they rapidly assume a dark brown color while the solution becomes correspondingly weaker in iodine. Haller and Holl (14) consider that two almost simultaneous effects take place: first, iodine is taken up by adsorption, and secondly, part of the adsorbed iodine enters into fixed chemical combination with the wool. From a comparison of the tyrosine content of wool and the amount of iodine which would be required to convert all of the tyrosine into diiodotyrosine, Blackburn and Phillips (15) concluded that the iodine taken up by wool is probably exclusively substituted on the tyrosine groups to give 3:5 dijotyrosine. The rate of removal of adsorbed iodine from iodinated wool is greatest when alkaline detergents are used, and least in acidified solutions. Iodination of wool is said to increase its resistance to shrinkage, and attack by moths, alkalies and other deleterious influences (16).

Human hair, in common with wool and a number of other fibers, adsorbs iodine from solutions. We have found the effect of iodine on the hair to depend upon many factors: the type and color of hair, the iodine solution being employed (iodine concentration, presence of other components), the pH of the solution, the temperature, the manner in which it is employed, the time of contact and other factors. Occasional cases have

been reported of women who dyed their graying hairs a red-brown with tincture of iodine. If one examines Lugol's solution iodine-stained hairs microscopically one sees an even cortical coloration; little color is lost on standing, or with water washings, but it can be readily removed by alkalinization. Hairs which have been treated with Lugol's solution and then with thiogly-collate preparations show more damage, as seen microscopically and as measured by the elongation and tensile strength of the hair, than do hairs which have not been treated with Lugol's solution.

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not been treated with Lugol's solution.

However we have found iodophor and iodophoriodine formulations more amendable to control in their action on the hair than are the iodine-iodide Lugol's preparation. Less iodine is adsorbed onto hair from such solutions than from Lugol's (at the same iodine concentration and pH); as with Lugol's iodine solutions, more iodine is adsorbed from iodophors at acid pH than at neutral or alkaline pH values. Microscopically, such hairs appear normal and undamaged. It is possible to formulate iodophor-iodine solutions which can be used to treat the hair, to the extent of coloring the hair with adsorbed iodine, and to remove this adsorbed iodine, by rinsing, after the desired contact time has elapsed. This is not similarly practical with Lugol's solution. The swelling and softening effects of cold wave lotions, on iodophor-iodine treated hairs, are no more pronounced than on noniodinated control hairs. There was evidence that the iodophor-iodine treated hairs are in fact less readily damaged by subsequent higher pH's and long contact with cold wave preparations. We have found different batches of hair to differ considerably in their adsorption of iodine. White human hair will adsorb more than blond, brown or black hair; white rabbit hairs take up more than white dog hairs. At room temperature, and acid pH, 0.5 gm. of white human hair adsorbed about 80 mgm. of iodine from a 1.5 percent Lugol's iodine solution, about 5 mgm. of iodine from an iodophor-iodine formulation and about 3 mgm. of iodine from a PVP-iodine solution (contact time of fifteen minutes).

The effects of iodine on the macro-, micro-, and measurable characteristics of the hair, when such factors as pH, temperature and iodine content are kept equal, therefore depend on the type of iodine solution.

Germicidal and fungicidal preparations for use on the hair and scalp have employed as their active ingredients the following substances: (1) quaternary ammonium compounds, (2) actamer or hexacholorophene (G-11), (3) the unsaturated fatty acids such as undecylenic acid, (4) sulfur-containing compounds, (5) metal-containing compounds, such as salts and compounds of copper, mercury or silver, (6) phenolic compounds and derivatives, such as hexylresorcinol, salicylanilide and chlorosalicylanilide, (7) napthol and quinoline compounds, or (8) halogen-containing compounds. This by no means completes the list; the multitude and diversity of agents employed or suggested reflects the problems of treatment, and the ineffectiveness or complications in use of the present agents.

Quaternary ammonium compounds are substantive to and are strongly adsorbed by many surfaces, including skin and hair; since many of them show germicidal and fungicidal activity their use has been suggested in hair formulations (17,18). However, when tested in vivo, alkyl-dimethyl-benzylammonium chloride (Zephiran) and hexadeclypyridium chloride (Ceepryn) were found to be fungistatic rather than fungicidal, and to be rather ineffective chemically (19). The dyes, such as carbolfuchsin (Castellani's paint) and gentian violet are fungistatic in vitro (20) and have the disadvantage of deeply staining the skin and clothes.

It has been reported that most of the so-called fungicidal agents are relatively ineffective in killing the fungus in infected hair and are considered fungistatic (21, 22). The only exceptions to this, according to the literature cited, were tincture of iodine and 90 per cent alcohol.

The most prevalent mycotic infections of the hair and scalp are those caused by Microsporon and Trichophyton; they cause ringworm of the hair and scalp of both man and animals are frequently transferrable from animal to human. Ringworm of the scalp occurs in humans most frequently in childhood. M. audouini is most often acquired from other infected children while infection with M. lanosum (canis) is acquired by contact with infected animals. Adults are relatively resistant to infection of the scalp, although in epidemics and in some areas, the number of adult cases may be fairly large.

Diagnosis is best made by demonstrating the fungus in the hair or skin and by culture. The Wood's light (UV radiation) is valuable in locating and determining the extent of infection since some of the species of fungi causing infection fluoresce when this light is held close to the scalp in a semidark room.

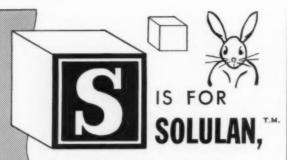
The two species of Microsporon differ considerably in their response to treatment. In both man and animals, M. lanosum (canis) infections usually respond more easily to topical application than the more resistant M. audouini infections. Treatments of scalp infections may be exadiations or manual epilation to remove the infected hairs, or local application of fungicides.

Iodine as a germcide or fungicide on the hair and scalp has had a long and sporadic history. Time and again, as a tincture or as crystals in goose grease, oil or petrolatum, iodine has been suggested for treatment of fungus infections. Its efficacy has been noted by a number of authors (23, 24), others have been less fortunate in its use (25). Unfortunately, iodine in most of these forms is quite irritating to the skin and damaging to the hair; in addition it strains the hair and skin and is potentially harmful to the eyes.

These limitations of iodine are minimized by the use of iodophor formulations. Kral (26) has employed an iodophor ointment\* and lotion\* in the treatment of ringworm infections of a large number of animals, including dogs, cats, horses, donkeys, monkeys, and chinchillas. The ointment or lotion was rubbed into the affected area and its vicinity for a total of 3-5 applications, at one- to two-day intervals; all of the cases were completely cured within twelve to twenty-six days.

An iodophor-iodine shampoo formulation\* was used as terminal treatment for ringworm infection (27) of dogs, cats and monkeys in the above cases. Prophylactic reapplication of the shampoo every two weeks for a period of three months eliminated reinfection of the animal from its living quarters, since spore survival is generally less than three months. Kral also suggests the use of iodophor-iodine shampoo in carriers (those in whom there are no clinically visible skin or hair lesions but on whom one can demonstrate fluorescence with the Wood's lamp), to eliminate sources of infection and of transmission from animal to animal or animal to human. Kral has reported (27) the characteristic fluorescence ceases one minute after applying the iodophoriodine shampoo to isolated infected hairs. The fungus present in the hair is killed after an additional minute of contact according to his results. In addition to the veterinary use, both for terminal treatment and prophylaxis, the iodophor shampoo may have useful human applications, since prophylaxis is far easier than treatment.

<sup>\*</sup> West Disinfecting Co., Long Island City, N. Y.



## It answers a prayer, A snap to dissolve, Yet stays on the hair.

The SOLULANS are liquid, water-soluble lanolin derivatives, and much more! They form persistent emollient films which resist washing away. We have obtained this remarkable effect by giving these compounds a hydrophobic toe-hold in the shape of acetyl groups.

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Aerosols
Gels and sticks
Anti-perspirants
Deodorants
Body rubs

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American Cholesterol Products

AMERCHOL PARK - EDISON, N. J.

The iodophor shampoo is used in a double wash-up procedure, with the second shampooing following directly upon the first. The shampoo has been used over the whole body surface of a large number of animals, including dogs, cat and horses, and no toxic or irritant effects have been noted. Its action on the cat was especially studied because of the cat's habit of licking its fur, and thereby absorbing a relatively large amount of any substance which is applied to its skin and fur. No toxic effects of any type were seen, even with the cat.

Formulations for cosmetic or shampoo purposes must be rigidly tested for their effects on the eyes and skin. The effects of the preparation on oral ingestion are generally included to round out the picture on toxicity, and to define the hazard of accidental oral ingestion.

An iodophor-iodine shampoo formulation\* (containing 1.5 per cent titratable iodine with nonionic surfactants) when tested for eye irritation by the Draize rabbit eye procedure (28) showed insignificant mild irritation of short duration. In the unwashed eyes this disappeared by the fifth day. Washing the eyes two and four seconds after instillation of the shampoo decreased the irritancy, and all signs of mucosal irritation were gone by the second day. The iodophor-iodine shampoo formulation tested was therefore not an eye irritant, and it scored at least as well as other shampoos in common use.

In contrast to this, a diluted Lugol's solution, of the same iodine content as the shampoo, was found to be a severe eye irritant, causing maximum damage to the cornea, iris and conjunctivae.

The same iodophor-iodine shampoo when tested for skin irritancy on humans exerted a mild primary irritant action, and no signs of being a sensitizer. Decreasing the concentration of the product eliminated the primary irritancy entirely.

The  $LD_{50}$  value for rats for the iodophor-iodine shampoo was approximately 10cc./kg.; according to current terminology (29) the shampoo may therefore be considered practically nontoxic.

A toxicological study of the various carriers which may be used as a base for iodophor-iodine shampoos or other cosmetic formulations points to a number of interesting facts. There is considerable difference in the acute oral toxicity values of the various types of nonionic surfactants, though as a general class they are less toxic than the anionics or cationics. There are differences among the members of the same series. A comparison of values for low and high molecular weight surfactants of the same series generally shows a decrease in toxicity as the molecular weight is increased. There are differences in the iodine toxicity of the iodophor-iodine preparations at different ratios of carrier to iodine, depending in part upon the efficiency of the carrier as an iodine complexing agent. For formulating a shampoo which will be acceptable from the standpoint of eye safety, it is necessary in each case to determine the maximum safe iodine content for a specified carrier or iodophor.

For example, the Pluronic and Igepal series of surfactants were examined closely. Certain lower members of the series have  $\mathrm{LD}_{50}$  rat values ranging from about 2.5 gm./kg. to 7 gm./kg. When complexed with iodine, the  $\mathrm{LD}_{50}$  values likewise cover a threefold range, at another level. In light of the above range of toxicities for the detergents themselves, it follows that the various members of the series are dissimilar in their iodine complexing nature, as reflected by oral toxicity. A like observation was made when the materials were studied

<sup>\*</sup> West Disinfecting Co., Long Island City, N. Y.

in rabbit eyes. The order of eye irritancy does not necessarily follow the order of oral toxicity. Such a correlation did exist in one, but not in the other, of the two series of nonionic surfactants referred to above. These conclusions were true for both 20:1 and a 100:1 ratio of carrier to iodine, i.e., a 5 per cent iodine solution and a 1 per cent iodine solution, in the surfactant carriers, as well as for other intermediate ratios and aqueous dilutions. The compatibility of mixtures of judiciously chosen members of these two series of nonionics, permits a convenient flexibility in formulation, with reference to the ultimate toxicity and performance of the product. The hazard of generalization, with reference to the toxicity of these iodophor-iodine complexes, is further illustrated by a third type of nonionic surfactant. In this case, the oral toxicity was markedly lower than that of either the Pluronic or Igepal members, and eye irritancy was higher.

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The toxicologic examination of very high members of the Pluronic series, as iodophors, is particularly interesting, since the acute oral toxicity for such complexes approaches the toxicity which characterizes PVP-Iodine at the same 10:1 ratio.

A general observation may be made with reference to the importance of the ratio of iodophor to iodine. If the product under consideration is to be applied topically, whether to the hair or otherwise, the detoxifying function of the iodophor may be minimized if the iodophor is overloaded with iodine. This becomes strikingly apparent when a comparison is made of, e.g., 20:1 ratios of iodophor to iodine, as compared with higher ratios, for the nonionic surfactants. As the ratio is increased, the limiting factor in the toxicity (oral, eye or skin) becomes the toxicity of the iodophor itself. It follows that maximum safe iodine concentrations to be used in a shampoo are a function of the intrinsic eye irritancy of the iodophor carrier itself and of the ratio of the carrier to the iodine. By way of illustration, for the three series of nonionic surfactants referred to above, when a 20:1 ratio of iodophor to iodine is used, the maximum safe (rabbit eye test) concentration of iodine in the finished shampoo, would range from 0.5 to 5 per cent (i.e., from a 10 per cent solution in water to the undiluted iodophor-iodine complex), depending upon which member within the particular surfactant series was used as the carrier. In addition to the variation among members of a given series, the Pluronic surfactant-iodine complexes as a group have been found characterized by a lower eye irritancy than the other two nonionic series studied, and the difference is increased as the ratio of carrier to iodine is increased.

It is of interest to estimate the quantity of iodine which may be absorbed through the skin as a result of the use of an iodine shampoo. An iodophor-iodine shampoo formulation containing 0.5 per cent titratable iodine is germicidal and fungicidal as a prophylactic shampoo. For the purpose of calculation, if one uses a properly formulated 1.5 per cent iodine shampoo, and a double shampooing is used, 10 ml. of the shampoo, or 150 mgm of iodine, are applied to the hair and scalp. Approximately the same quantity of iodine is used in painting a 5-inch square patch of skin with tincture of iodine. However, it is obvious that an insignificant part of the iodine in the applied shampoo reaches the skin, since the iodine colored lather can be rinsed away without residual color, and since the scalp remains unstained. If one premises that one per cent of the applied iodine is available for absorption through the scalp, and if skin absorption of iodine for humans is as inefficient as for rabbits, 1 per cent of the iodine available for absorption may be absorbed. That is, less than 100 gamma, and probably closer to 10 gamma may be absorbed, if

any. The latter quantity is far less than the required daily iodine intake, far less than the quantity consumed in iodized salt, and less than the iodides present in six oysters or a glass of Italian wine (30).

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### **Population Growth**

Manufacturers who sell to markets throughout the world are likely to find that the present potential of 2.7 billion persons is to be doubled by the end of this century. According to the United Nations Yearbook world population is increasing at the rate of 43,000,000 each year. Asia with half the world's population adds 24,-000,000 persons a year. The area with the fastest population growth is Latin America with a rate of 4,400,000 persons annually.



"I used to sell flowers, but there's a bigger net in beauty aids!"





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MERCHOL PARK - EDISON, N. J.

### America's Oldest Perfumers

Do you know that in New York, perfume is still being made by the same process that was used when George Washington was a customer of Caswell-Massey, Amer-

ica's oldest chemists and perfumers?

In a building in Manhattan, an ancient art, the manufacture of perfume, has been developed into a thriving business. For Caswell-Massey, established more than 200 years ago, is manufacturing perfumes and toiletries for men by a process, almost unchanged, since it was brought into this country in the days before the American Revolution. (The firm was established in 1752 in Newport, R. I., where, in the Newport Museum, the original store front of America's first apothecary, "At the Sign of the Golden Mortar" is preserved.)

A visit to the Caswell-Massey plant, would show how the ingredients, which are used in the manufacture of good perfume, are mixed (though the formula has remained secret these many years) and sealed in old wooden casks (some in use since the firm was established). How once the casks have been sealed, they must be allowed to age, though periodically they have to be "rolled," so that the ingredients will be well blended-how, after the perfume is aged, the mixture is poured into bottles. At Caswell-Massey, each bottle is an authentic reproduction of the American Apothecary Bottle-made from iron molt tinctures. How the bottles are hand capped with a crystal stopper sealed with parchment-How each label of twenty-three carat gold and enamel is hand set with bees wax and rosin.

It was in the early 19th century that the Caswell-Massey Co. moved to New York and opened its shop in the Barclay Hotel, Lexington Ave. and 48th St. Here can be seen many of the old prescription books with their odd and weird prescriptions for medications, ointments and pills (for Caswell-Massey developed the pill form of medication), as well as the old apothecary jars, mortars and pestles and many other early American memorabilia.

Over the years many famous—as well as infamous people-have been patrons of Caswell-Massey, including many of America's greatest theatrical performers-from the father of the Barrymore clan-Sarah Bernhardt, Lillian Russell, to Tallulah Bankhead and others. Lining the walls of the Caswell-Massey drug store are the programs of the great theatrical hits of the 19th and early 20th centuriesmany collectors items.

In Caswell-Massey-the traditions of fine craftsmenship and art of the early days of our country have been not only preserved, but are still serving and

functioning.

Today, as in the beginning, Number Six, the classic eau de cologne; Jockey Club, sparkling and brilliant, both at cologne or after-shave lotion; Newport, the essence of aristocratic taste; Helio, shy, elusive scent of purple heliotrope; Lavender, full rounded and mellow; Red Jasmin, the rare South American flower; Verbena, fresh, invigorating, lemony; White Rose, delicate purity, soft as rain and Casma, blend of exotic blossoms, are favorites of the many well known personalities who are patrons of Caswell-Massey.

For her-Caswell-Massey presents Valentina's My Own, a blending of delicate and rare scents.



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# Perfume in Hair Waving Preparations

Behavior of Perfume Materials in Thioglycolate Hair Waving Preparations

EDWARD SAGARIN and MARVIN BALSAM\*

Few cosmetic preparations present problems so challenging to the perfumer as does the thioglycolatebased cold permanent wave. The sources of the difficulties facing the perfumer are numerous:

1. The strong odor of the thioglycolate salts, or of the impurities therein, requiring powerful odorants to give adequate coverage.

2. The strong odors that are liberated upon the reaction of the thioglycolate salt with keratin and the subsequent rupture of the disulfide linkages in the hair.

3. The alkaline nature of the medium, excluding from use some organic materials generally used in perfumery, but unstable at pH of 9 or over.

4. The reactive nature of thioglycolates resulting in the formation of reaction products with certain common constituents of perfumes; and the powerful obnoxious odor, even in trace quantities, of some of these reaction products.

5. The relatively unstable nature of most thioglycolate emulsions, their tendency to separate or to cream, which is almost invariably aggravated by many perfume raw materials.

6. The extremely unstable character of most certified colors in thioglycolate solutions, an instability that is likewise aggravated by many perfume materials.

7. The reactivity and the volatility of ammonia, often used in hair-waving preparations; its reactivity with numerous perfume materials makes their use difficult if not impossible; and its volatility presents tremendous difficulties to the perfumer seeking to give a pleasant topnote to the solution.

8. The large number of variables that must be considered in formulating such perfume oils, thus making it almost mandatory that each product be made to order for the particular thioglycolate solution. While it is true that all cosmetic present infinite variety of formulations, the changes in formula normally do not affect the behavior of perfume materials as critically as in a hair wave. Valuables that must be taken into account include, but are not limited to, the nature of the thioglycolate salt, the presence of color and the dye used to obtain such color, the nature of the clouding agent (if any), the type of thioglycolate used (whether distilled or extracted) and the nature of the emulsifier or solubilizer used for the perfume.

The activity of thioglycolic acid has been studied by many workers. The acid readily reacts with aldehydes and ketones, according to Gershon and Rieger (1), to form mercaptals and mercaptoles. A long ago as 1888, Bongartz (2) pointed out that thioglycolic acid combines with benzaldehyde upon several hours standing, and under slightly exothermic conditions, whereas the

<sup>\*</sup>Standard Aromatics, Inc., New York. Paper presented at May 16, 1956 meeting of Society of Cosmetic Chemists. Reprinted from the Journal of the Society of Cosmetic Chemists Vol. VII No. 5, Sept. 1956 page 480

minutes standing, and with a considerable release of Colors used: Ext. D&C Violet No. 2, D&C Yellow No. 10, FD&C Green No. 3, FD&C Red heat. Sticks and Kolthoff (3) showed that the acid requires only a small amount of such metals as copper, manganese and iron to be oxidized in the presence of air to the dithiodiglycolic acid. Inasmuch as these metals are frequently present in some perfume materials as impurities, such a reaction may be caused by the perfume

With the above in mind, a series of extensive experiments was undertaken in our laboratories, to observe the behavior of individual perfume materials in various thioglycolate solutions and to observe their odor strength, stability of odor, effect on the stability of various clouding agents, effect on both clear and tinted solutions, shelf-life and oven-life and effectivenes of odor coverage when used on the hair. In addition, studies were made of fragrances blended from the various materials to determine similar behavior in proportions closer to those actually used in practice and to observe what has been called by Klarmann (4) " synergisms and antagonisms of groups of perfume materials."

Some 200 different perfume raw materials and mixtures were studied, and the observations are recorded in the following tables. The observations of effectiveness in covering the thioglycolate odor are a consensus of the independent judgments of perfumers and chemists, the latter engaged primarily in work on hairwaving. The observations on fragrance stability are those of perfumers familiar with the odors of the materials.

The study of these charts will bring forth certain

Continued on page 52

TABLE 1—BEHAVIOR OF PERFUME RAW MATERIALS IN CLEAR AMMONIUM THIOGLYCOLATE

Effect on Odor Odor Separa-						
Materials	Clarity	Coverage	Character	tion	Discoloration	
		Alcohols				
Alcohol C-10	Clouds	Good	True	None	None	
	Clear	Fair	True	None	Slight yellow	
Cinnamic alcohol	Clear	Fair	True		Slight yellow	
Citronellol	Clear	Good	True	None	None	
Cieraniol	Clear	Good	True	None	None	
	Clear	Excellent	True	None	None	
	Clear	Poor	True	None	None	
		Aldehydes				
Aldehyde C-10	Slight clouding	Fair	Weakens	None	None	
Aldehyde C-11	Slight clouding	Fair	Changes	None	Slight yellow	
Aldehyde C-12 Lauric	Clear	Good	True	None	None	
Aldehyde C-12 MNA	Slight clouding	Excellent	True	None	None	
	Clear	Good	True	None	None	
					None	
			True		None	
					None	
					Orange	
· amm	Cicar		times one	, wome	Change	
	er to the		F51-	N'	None	
					None	
					None	
					None	
					None	
					None	
			Changes		Slight	
					None	
					None	
acetate	Clear	Good	True	None	Yellows	
	Other Ch		rounds			
	Slight clouding	Excellent	True	None	None	
					None	
Diphenyl methane	Clouds	Good	Fair	None	None	
Diphenyl oxide		Good	True		None	
	Clear	Good	Fair	None	Slight yellow	
Methyl ionone	Clear	Good	True		Slight yellow	
Musk avlol	Slight clouding	Fair	Poor	Insoluble	None	
Phenyl acetic acid	Clear	Depresses odor of	Thins out	None	None	
Styrene	Clear	Good	True	None	Yellows	
Rois de rose oil					None	
					None	
					Slight yellow	
					None	
					None	
					Yellows	
					Yellows	
					Dark brown	
					Slight yellow	
					Pink	
Sandalwood oil	Clear	Faint	True	None		
	7 ICSL	raint	I LITE	. Athir	Slight yellow	
Vetivert oil Bourbon	Clear	Good	True	None	None	
	Alcohol C-10 Benzyl alcohol Cinnamic alcohol Cirnomellol Geraniol Linalool Phenyl ethyl alcohol Aldehyde C-10 Aldehyde C-11 Aldehyde C-12 Lauric Aldehyde C-12 Lauric Aldehyde C-12 MNA Amyl cinnamic alde- hyde Cirtonellal Hefiotropin Hefiotropin Amyl salicylate Benzyl acetate Cedryl acetate Cedryl acetate Cedryl acetate Chyliphenyl acetate Phenyl ethyl acetate Phenyl ethyl acetate Phenyl acetate Cetryl acetate Cetryl phenyl acetate Cetryl acetate Cetryl phenyl	Materials  Clarity  Alcohol C-10 Benzyl alcohol Cirnomic alcohol Citronellol Clear Citronellol Clear Citronellol Clear Citronellol Clear Clear Clear Clear Clear Clear Clear Clear Aldehyde C-10 Aldehyde C-11 Aldehyde C-12 Clear C	Materials on Clarity Coverage  Alcohol C-10 Benayl alcohol Clear Fair Cirnnamic alcohol Clear Fair Cirnnamic alcohol Clear Good Geraniol Clear Good Clear Excellent Phenyl ethyl alcohol Clear Good Aldehyde C-10 Aldehyde C-11 Slight clouding Aldehyde C-12 MNA Anyl cinnamic alde-hyde Clear Good Clear Fair Fair Clear Good Clear Fair Fair Fair Clear Good Cood Clear Good Cood Clear Good Cood Clear Good Clear G	Materials Clarity Coverage Character  Alcohol C-10 Benzyl alcohol Clear Fair True Cironellol Clear Good True Geraniol Clear Good True Geraniol Clear Good True Geraniol Clear Good True Clear Good True Clear Good True Aldehyde C-10 Aldehyde C-11 Aldehyde C-12 Lauric Aldehyde C-12 Lauric Aldehyde C-12 MNA Amyl cinnamic aldenhyde Alyde C-12 MNA Almyl cinnamic aldenhyde Alyde C-12 MNA Slight clouding Clear Good True Clear Good Clear Care Clear Good Clear Changes Clear Fair True Changes Clear Fair True Clear Fair True Clear Fair True Clear Fair True Clear Good Fair Clear G	Materials On Odor Charge Character tion  Materials Clarity Coverage (Character tion  Alcohol C-10 Benzyl alcohol Clear Fair True None Citronellol Clear Fair True None Geraniol Clear Good True None Citronellol Clear Fair True None Geraniol Clear Good True None Clear Fair True None Clear Fair True None Clear Fair True None Clear Fair True None Materials Clear Good True None Clear Excellent True None Aldehyde C-10 Aldehyde C-11 Slight clouding Fair Changes None Aldehyde C-12 Lauric Aldehyde C-12 MNA Slight clouding Fair Changes None Aldehyde C-12 MNA Slight clouding Fair Changes None Clear Good True None Aldehyde C-12 MNA Slight clouding Fair Changes None Clear Fair True None Clear Fair None Clear Fair None Clear Clouds Good Fair None Clear Clouds Good Fair None Clear Clear Good True None Clear Clouds Good Fair None Clear Clouds Good Fair None Clear Clear Clouds Good True None Clear Clouds Go	

acid combines with cinnamic aldehyde upon several Table 2—Behavior of Perfume Raw Materials in Colored Ammonium Thioglycolate

Materials	effect on Cloud	Effect on Clarity	Green Color	Pink Color	Odor Cover- age	Odor Char- acter
		Alco	hals			
Alcohol C-10 Cinnamic alcohol	Stable Thins	Stable Slight	Stable Slight	Stable Stable	Good Poor-fair	True True
Geraniol	Stable	yellow Darkens	yellow Darkens	Stable	Fair-	True
Linalool	Breaks cloud	Stable	Stable	Stable	good Excellent	True
Phenyl ethyl alcohol	Stable	Stable	Bleaches	Stable	Fair-poor	True
Aldehyde C-10	Thins	Aldeh	Slight	Stable	Weak	Fair
Aldehyde C-11	Stable	clouding Fair	yellow Stable	Stable	Weak	Fading
Aldehyde C-11 Aldehyde C-12 MNA Benzaldehyde	Stable Stable	Good Slight clouding	Stable Slight bleaching	Stable Stable	Good Poor	True Fair
Citral	Stable	Good	Stable	Stable	Fair	True
Citronellal	Stable	Good	Stable	Stable	Good	Fair
Cuminic aldehyde Heliotropin	Stable Fair	Clouds Good	Fades Stable	Stable Stable	Good Fair	True
Hydroxycitronellal	Stable	Fair	Slight	Stable	Poor	True
Vanillin	Stable	Fair	bleaching Darkens	Stable	Poor	Fades
		Este	rrs			
Aldehyde C-16 so- called	Stable	Stable	Slight	Stable	Good	Poor
Amyl salicylate	Stable	Claude	Yellows	Stable	E.i.	Channe
Benzyl acetate	Stable	Clouds Slight yellow	Fair	Stable	Fair Poor- fair	Changes True
Ethyl phenyl acetate Guaiacol acetate	Stable Stable	Stable Clouded	Stable Bleaches	Stable Stable	Fair Poor-fair	Changes Changes
Isobutyl phenyl ace-	0 11		0.11	~ **	F1 .	
Methyl phenyl acetate	Stable Stable	Stable Stable	Stable Stable	Stable Stable	Fair Good	True
Phenyl ethyl acetate Phenyl ethyl isobutyr-	Stable	Stable	Fair	Stable	Fair-poor	Fair
ate	Stable	Stable	Stable	Stable	Fair- good	True
Phenyl ethyl phenyl acetate	Stable	Stable	Stable	Stable	Poor	Fades
Styralyl acetate	Stable	Stable	Stable	Stable	Fair- good	True
Frichlorostyralyl acetate	Stable	Stable	Stable	Stable	Fair-	Slight
					good	change
Anethole	Stable	Clouds On	ganic Chemico Bleaches	Stable	Fair-	True
Aldehyde C-14 so-	Statue	Cionas	Dieaches	Manie	good	*****
called Aldehyde C-18 so-	Poor	Unstable	Bleaches	Stable	Good	True
called	Stable	Slight	Good	Stable	Fair- poor	Changes
Bromstyrol Coumarin	Stable Stable	Stable Darkens	Stable Slight	Stable Stable	Good Poor	True Changes
			bleaching	c. 11	P	T
Diphenyl methane	Stable Stable	Stable Clouds	Stable Stable	Stable Stable	Fair Good	True
Diphenyl oxide Eugenol	Stable	Stable	Stable	Stable	Good	True
Musk ambrette	Stable	Darkens	Darkens	Dark-	Fair	Changes
Musk ketone	Stable	Clouds	Stable	ens Stable	Fair- poor	Fair
Musk xylol	Stable	Stable	Stable	Stable	Fair	Changes
Phenyl acetaldehyde dimethyl acetal	Stable Stable	Stable Stable	Stable Stable	Stable Stable	Good Poor	True Fair
Phenyl acetic acid			l Materials, a			Fair
Amber synthetic	Thins	Slightly	Stable	Stable	Poor	Changes
Balsam Peru	out Stable	separate Slightly	Slight	Stable	Fair	Fair
Bergamot synthetic	Stable	yellows Stable	Good Good	Stable	Fair	True
Cade oil	Stable	Clouds	Slight bleaching	Stable	Excellent	Good
Castoreum synthetic Cedarwood oil ter-	Stable	Darkens	Bleaches	Stable	Fair	Changes
peneless	Stable	Clouds & separates	Stable Stable	Stable Stable	Poor Fair	True Weakens
Civet synthetic Clary sage oil	Stable Stable	Sl. cloud Clouds	Stable	Stable	Fair	Changes
Clove oil, U.S.P.	Stable	Clouds	Stable	Stable	Fair	Changes
Geranium oil Bourbon	Stable	Stable	Stable Stable	Stable Stable	Good Poor	True Changes
Guaiacwood concrete Jasmin specialty Labdanum	Stable Stable Stable	Stable Stable Yellows	Stable Stable	Stable Stable	Good Fair	True True
Lemon oil, cold pressed	Stable	Clouds Stable	Bleaches Stable	Stable Stable	Poor Good	Thins ou
Lavender oil Lavender spike oil	Stable Stable	Stable	Stable	Stable	Good	True
Orange oil, cold pressed Patchouli oil	Stable Stable	Clouds Clouds	Bleaches Bleaches	Stable Stable	Good Good	Fair Good
Petitgrain oil ter- peneless	Stable	Stable	Stable	Stable	Good	True
Sandalwood oil	Stable Stable	Stable Stable	Stable Stable	Stable Stable	Fair- poor Poor	Fair Changes
Styrax resin			ALC: US APRIC	THE PARTY.		

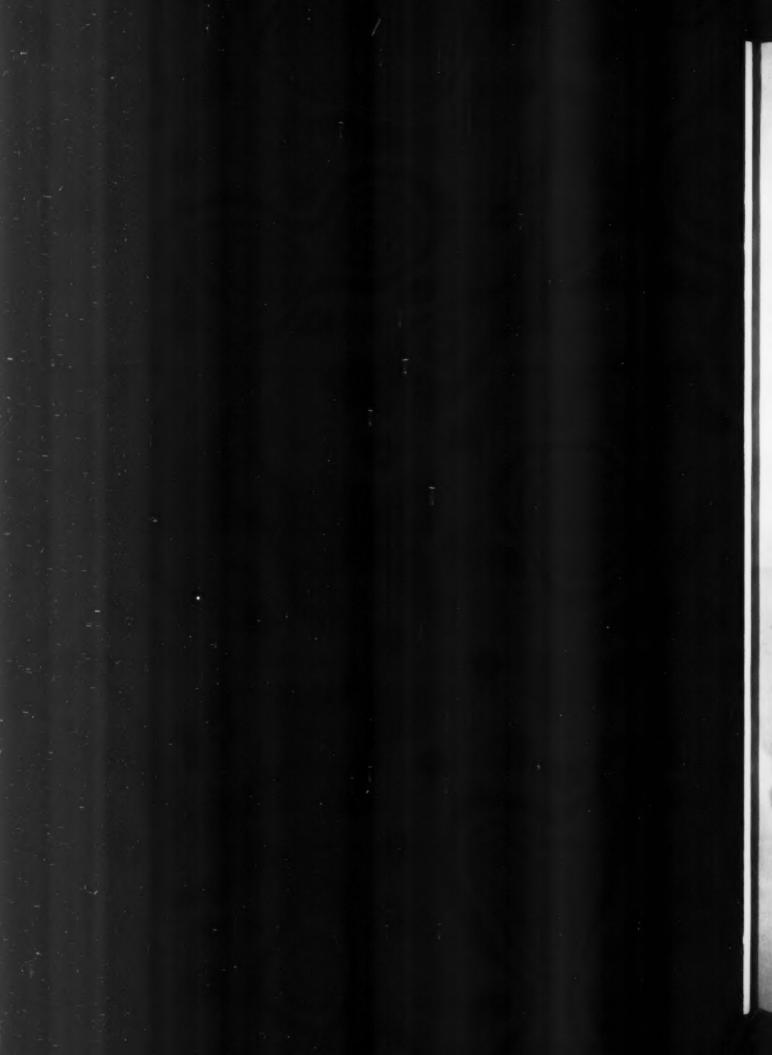
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### 1—TUSSY

This year Tussy Cosmetics launches the annual half-price sale of Moisture Lotion and Moisture Cream on Sept. 4, in most states. In addition Tussy's new Bright Secret Lotion will be included in the promotion. The 6-oz. size will be offered at \$1.00. Consumers in California and western Nevada found the products available July 24, to continue through Sept. 6 in this area. Tussy is supporting this promotion with store display and direct mail promotional material, including 4-color lithographed window streamers, direct mail inserts and a cooperative advertising campaign.

### 2-INTERNATIONAL CLUB

For the international age of jet air travel, International Club is introducing this new men's after-shave and cologne set. Packaged by the famed designer, Raymond Loewy, the set, retailing at \$7.50, will be available separately as cologne, \$5.00, and after-shave lotion, \$3.50. The new International Club products are packaged in red, white and blue with a lavish use of gold.

### 2-HELENA RUBINSTEIN

Helena Rubinstein's cream hair lightener, "Turn Blonde," consists of a bottle of liquid essence and a tube of cream, presented in a blue and white package. A wooden applicator and book of instructions are included in the package. Retail price is \$2.50 plus tax.

### 4-HELENE CURTIS

A new vanishing hair spray, Tempo, has been introduced by Helene Curtis Industries, Inc. Combined with hair conditioning ingredients, Tempo is claimed to prevent the building up of stickiness, stiffness or film, and keep hair soft. It is available in three formulations for every hair type. Cans are color-coded with pastel colored bands for quick identification in the store. Helene Curtis is supporting the introduction of Tempo with a heavy, all media advertising campaign.







### 5-MONICO

Monico, Inc. has announced a further extension to its "Si-BON" line of bath preparations, the new, 8 oz. size of "Si-BON" Dry Skin Bath Oil. The packaging of this new size will remain the same as that utilized by the 4 oz. size, aqua trimmed in gold, with the center section of the carton removed to allow full view of the bottle. Available in August.

### 6-CHARLES OF THE RITZ

Charles of the Ritz lends a helping hand to boys and girls plagued with pimples. Their new Round The Clock Ritz-Aid Kit for problem skin consists of Velvet Foam, an amber colored jelly to cleanse the skin; a bottle of Medicated Lotion for daytime healing and concealing; and Disaster Cream, a tube of solidified lotion which will reportedly dry up a blemish and help keep a persistent blemished skin condition under control.

### 7-MONTGOMERY WARD CO.

Multiple packaging has been utilized by the Montgomery Ward Co. to increase sales of its mint flavored toothpaste. Ward's uses the same basic design for both the single and the triple pack, with the use of two shades of blue on a white background. The collapsible tubes are supplied by The Sheffield Tube Corp., New London, Conn.

### 8-LENTHERIC

The famous Tweedie paper doll has been conceived in three dimensions by the Horsman Doll Co., to be introduced nationally in toy departments and children's specialty shops for Christmas. To introduce her in cosmetic departments, Lentheric has designed a counter display which provides a special platform for the Tweedie doll to stand on. The display is compact, with a small extension shelf offering space for several pieces of merchandise, and all of the pækages may be grouped around the display for maximum effect.





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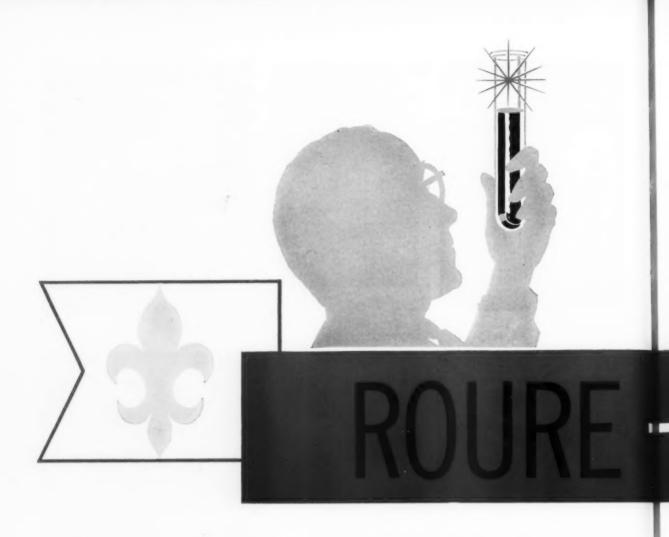
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# WORLD-WIDE RESOURCES WORLD-WIDE SERVICES

Roure-Bertrand Fils, Grasse, and Justin Dupont, Argenteuil, France, as well as their facilities in North Africa, India, the Far East and South America, have for decades been prime processors of basic ingredients for the perfumers of the world.

Their creative genius is attested by the many proven international successes in the field of fragrance requirements . . . be it in the development of original perfumes, colognes, aerosols, cosmetics, soaps and other toiletries . . . or in the masking area where odors have to be covered rather than developed.

Roure-Dupont, Inc. technical staff is in a unique position to put its vast international facilities and know-how at your disposal.

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American Perfumer

# EDUPONT

ORIGINAL FRAGRANCE CREATIONS

ESSENTIAL OILS AROMATIC CHEMICALS

AEROSOLS



# BLAST



# ... when a blasting job is indicated!

Bouncing paper-wads off a stone wall has no breakthrough power whatsoever.

But the "block-buster" technical editor deNavarre engineered for our **SUPER October SURFACTANT** emphasis issue was planned for *lasting* as well as blasting power.

What more could you ask for your advertising dollar?

Symbol of "in-depth" editorial coverage

REMEMBER, OCTOBER IS THE ISSUE!

# AMERICAN PERFUMER AROMATICS

48 West 38 Street, N. Y. 18

LOngacre 5-3320





CHARLES A. PENNOCK, President, Parfums Ciro, Inc., presents outgoing TGA President PIERRE HARANG with gift from the Board of Directors, at the 23rd TGA convention Poland Spring, Maine, in June.

# Aftermath of TGA Convention

The considered concern of the Toilet Goods Assn. over exaggerated and misleading advertising claims made by many members of the industry has proved to be not only well founded but its warning that there was a strong possibility of action by the Federal Trade Commission and the Food & Drug Administration to curb such claims has proved to be exactly right.

Following the remarks of President Pierre Harang at the June convention of the Toilet Goods Assn. who urged the industry to be more vigilant in cutting down the incidence of advertising claims for cosmetics that invite criticism and so harm the industry, as well as the direct-from-the-shoulder talks of George Larrick of the Food & Drug Administration and Earl Kintner of the Federal Trade Commission, seemingly inspired by their remarks Congresswoman Leonor Sullivan urged prompt action in enacting a bill to require pre-market testing of chemical additives for cosmetics. She maintained that the situation in cosmetic chemicals was even more serious than that involving the use of chemicals in foods. Her speech was reprinted in the Congressional Record.

Further emphasis on the situation came when the American Dental Assn. in testimony before the Blatnik committee urged the enactment of legislation to restrain dentifrice manufacturers from making questionable claims for their products chiefly relating to stopping tooth decay, ending bad breath and the effectiveness of once a day brushing.

On top of that another association with 50,000 members, the National Hairdressers & Cosmetologists Assn. filed a protest with the Federal Trade Commission charging that advertisements of Max Factor & Co's Natural Wave contain false and misleading claims, one specifically being that in one application it would change a woman's hair from naturally straight to naturally curly and that its use would eliminate the need for permanents.

All of the foregoing received widespread publicity and

Unheeded warnings of association on exaggerated claims for advertising and speeches by government officials followed by complaints from two associations and pressure to enact bill on chemical additives for cosmetics

unquestionably cast suspicion on the industry, which might have been avoided if the advertising advisory services of the Toilet Goods Assn. had been first enlisted, as suggested by President Harang.

Mr. Larrick in his talk held that adequate control of cosmetic toxicity may require an evaluation of each separate formula before a valid decision can be reached. He felt that in spite of the efforts of the T. G. A. as well as other associations to improve safety and labeling standards the industry has not shown that it is able to protect the public adequately by self policing.

Mr. Kintner stressed the fact that trade regulation violations come to the attention of the government through complaints of competitors, from customers and from the general public. If there is no cause for complaint there is little occasion for trade regulation. But in 1957 the FTC issued 324 complaints or 103 more than in 1956.

Marshall Chapman in his talk stated that there was a 77% increase in eight major product groups in food store volume. In his address Richard Lockman of the Emil Mogul Co. pointed out that the never ending stream of new and improved products is the lifeblood of the cosmetic industry. For instance he pointed out that 40% of the volume done now in drug stores on cosmetics comes from products not available five years ago.

conclusions, some of which may be of a negative nature. For example, one must be wary of drawing conclusions prohibiting the use of a material solely because of its chemical structure. Despite the generally reactive nature of aldehydes in the presence of thioglycolic acid, some aldehydes proved stable in these tests, such as

methyl nonyl acetaldehyde.

Furthermore, the ability to contribute toward masking the odor of the thioglycolate is not necessarily correlated with the ability of the material to retain its true or original characteristic odor, although such correlation does take place from time to time. Cinnamon oil Ceylon, for example, changes its odor character, but the coverage or masking ability continues to be good. The same is true of citronellal. Coumarin, however, undergoes some odor changes and becomes of little value, whereas phenyl ethyl alcohol retains its character, but gives very little coverage.

This observation is most interesting to the perfu-

mer, because it offers three distinct aids:

(a) It gives a key toward the use of aldehydes and other relatively unstable materials that might otherwise have to be excluded from a formulation.

(b) It offers an understanding of the source of difficulties encountered in an effort to obtain a known fra-

grance effect from a given perfume oil.

(c) It can be a guide to the formulation of new fragrances that are unusually effective in cold wave

preparations. Because of the subjective and relatively unreliable character of odor judgments, one seeks from data of

this nature some indication of the odor value of a material from the visual examination of the solutions. In most instances, a perfume material that does not cause discoloration or adversely affect an emulsion, that does not cause a cloud to form or does not break a cloud. will retain its true odor character. There are some important exceptions, as for instance coumarin, citronellae and ethyl phenyl acetate. Nevertheless, it is possible that an insufficient number of solutions was used with these materials. A series of tests might be worked out with various dyes so that all materials undergoing odor changes would be reflected in some visual changes. The clouds and the colors are usually sufficiently sensitive and critical so than any reaction of the perfume material becomes apparent upon cursory

visual examination. However, one must warn against an assumption that the corollary is true. A perfume material that does affect clarity, emulsion, cloud or color does not necessarily changes its odor character in a perceptible manner and does not necessarily lose any or all of its odor value. This is a very important rule, because even though such material may have to be eliminated from a perfume oil for a given preparation (although this need not necessarily be required), it may still be usable for various thioglycolate solutions, having different colors, emulsifier or other variations. For example, trichlorostyralyl acetate gave a rather deep vellow color to a clear solution, but its odor character was unchanged and the odor coverage was good.

Inasmuch as perfume materials are invariably used as complex mixtures rather than as individual ingredients, what lessons can be drawn from these results? With regard to the effect of the perfume materials on color, such reaction are usually highly critical. Materials which, when used alone, proved injurious to the color, almost invariably had the same effect, except with lesser intensity, when incorporated into a perfume oil. The authors have obtained color reactions with musk ambrette in a perfume oil in which it was present in the proportion of 0.1 per cent with the oil itself being used in proportion of 0.5 per cent. In other words, musk ambrette was present in the thioglycolate preparation in the concentration of 5 p.p.m. Yet, its elimination gave a perfume oil that was stable to the

With regard to odor stability and covering power, it becomes more difficult to generalize. Materials that offer little coverage by themselves can be blended advantageously into a perfume oil that gives excellent coverage. Other constituent of perfumes that offer excellent fragrance value alone will retain that covering effect and pleasing character only when properly blended with other oils and chemicals.

Many perfume materials on these charts give good coverage but, when used alone, are far from pleasing fragrances. One may mention, in that category, oil of cade or methyl acetophenone as examples. The task of the perfumer is to utilize these materials in small proportions, where the masking strength is largely retained but the odor is modified, blending into a pleasant

mixture.

In summary, the data presented here and the observations drawn therefrom are useful only as a guide in formulation, and not as a severe rule governing the incorporation or exclusion of materials from a formula. Experiments of the type made and study of these results enable one to formulate stable, effective and pleasant fragrances for the perfuming of thioglycolate hairwaving preparations.

Acknowledge: The authors are indebted to Mr. Leonard Viola of Caryl Richards Company for assis-

tance in carrying out these experiments.

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Gershon, S. D., and Rieger, M. M., "Thioglycolic Acid," in "Encyclopedia of Chemical Technology," Vol. 14, New York, Interscience Publishers (1955), p. 78.
 Bongartz, J., "Ueber Verbindungen der Aldehyde, Ketons und Ketonsauren

p. 78.

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(3) Stricks, W., and Koithoff, I. M., "Equilibrium Constants of the Reactions of Sulfite with Cystine and with Dithiodiglycolic Acid," J. Am. Chem. Soc., 73, 4569 (1951). 430V (1931).

(4) Klarmann, E. G., "Perfume and the Skin," Am. Perfumer Essent. Oil Rev., 64, 425 (1954).

## Some Slips in Selling

"Just dropping by" to see his man instead of pressing the importance of the call.

Forgetting that a good salesman is just as respectable as a good buyer.

Betraving a state of subservience in the approach by too much politeness.

Forgetting that the big front guys can frighten only timid salesmen.

Handicapping a follow-up call by an awkward, unfavorable exit on the last call.

Betraying more anxiety in getting the order than in developing the other fellow's interest in wanting it.

Talking too much while listening too little.

Forgetting that poor listeners can often be aroused by a few direct questions.

Trying to beat the prospect to the dotted line and finishing alone.

Substituting argument for reasoning.

Failing to switch the conversation to the buyer's problems when his own begin to bore.

Unwilling to accept or sympathize with minor complaints of buyer.

Losing the buyer's confidence through exaggerations and over-statements.

Challenging the buyer's patience with evasive

Inviting sales resistance through lack of acquaintance with buyer's problems-Frank Godley in Printers' Ink.

from the forest primeval ... woodsy essences for milady by Penick



Formulators in search of a forest-fresh woody aroma will be interested in SYLVENOL® and SYLVIOLA by Penick.

### SYLVENOL

Sylvenol is an aromatic with an intense fragrance reminiscent of sandalwood, cedar, patchouli and vetivert. Ketonic in nature, it is an excellent modifier. Because of its power, it can be used in low concentrations to enrich and deepen fine perfumes, toilet waters and colognes. Sylvenol displays amazing stability . . . is not affected by weak alkalis or acids.

### SYLVIOLA

Sylviola is an economical woody aromatic with many of the characteristics of Sylvenol. It possesses a strong cedar-like character with a suggestion of an orrisionone undertone. Sylviola is a sesquiterpene ketone ... pale amber in color and rather viscous.

Versatile Sylviola can be used in lavender and fougere types, amber and chypre types, plus a group of heavier modern fragrances.

Would you like a sample?



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Aromatic Chemicals Division

# Golden Goddess Inc. Launched With Prestige Line of Cosmetics

A new company, Golden Goddess Inc., has been organized in Chicago, Ill. which plans to offer a prestige line of cosmetics. Harold Isbell, president, says that he expects sales of \$20,000,000 during the remainder of the year, when \$1,300,000 will be spent in advertising. The first item, a hand cream, will be launched September 1, to be followed at five week intervals by a body lotion, line eraser, perfume, cologne, lipstick, foundation cream and a bath pumice stone.

Other officers of the company are: Dodson G. Benedec, vice president and Robert L. Hallett, secretary-treasurer. Both were formerly consultants in the chemical field. Harold H. Bell the president is vice president of the L. V. Whitney Distributing Corp., Chicago, which merchandises appliances.

### Quality of Rose Crop Outstanding Reports Couderchet on Return

Following his return from an extended stay in Grasse, France, Maurice Couderchet, president of Charabot & Co. Inc., New York, reported that about 390,000 kilos of rose flowers were processed in Grasse this year against 470,000 kilos in 1957 and 700,000 in a normal year. However, he reports the quality of the 1958 crop is outstanding. There is a heavy deficit in Morocco due to heavy rains in May. The cost of jasmin flowers had not been settled between growers and manufacturers by August 6 as the manufacturers would not accept the price asked for by the producers. It is still too early to predict how much jasmin will be processed.

## Hans Weseman Retires from Fritzsche Brothers Inc.

Hans Weseman, vice president of Fritzsche Brothers Inc., former president of the Essential Oil Assn. who has served the industry for many years has retired and has moved to California. Edward E. Langenau who is well known in the industry has been elected vice president of the company.

# New Units on the Way for Expanding Waverly Chemical Co.

Waverly Chemical Co., an affiliate of the Robinson Wagner Co., Mamaroneck, N. Y., has contacted to purchase a 15 acre industrial site on the eastern shore of the Hudson river near Phillipstown, N. Y. The property has riparian rights to the river and access to an unlimited supply of water. The main line of the New York Central Railroad passes by its western boundary.

Plans provide for construction, to start this Fall, of a series of manufacturing units which, when completed, will have an annual production capacity totalling approximately 12,000,000 pounds. The cost of the project is estimated at \$400,000.

# Impact Extrusions Ltd. Acquired by John Dale Ltd. of London



O. J. Bruun

John Dale Ltd. has acquired Impact Extrusions Ltd. of Feltham, England, manufacturers of collapsible tubes. Impact Extrusions Ltd. was formed as a private company in 1950 to sell lead, tin coated lead, pure tin and patented tin top tubes to consumers in the United Kingdom and the British Commonwealth. Under the chairmanship of O. J. Bruun and H. K. Jorgensen, the company made marked progress. O. J. Bruun is chairman of Impact Extrusions Ltd., H. K. Jorgensen is managing director and M. K. Rasmussen is works manager and E. R. Robinson is sales manager.

### Ywo Perfumery Courses in Newark Begin Sept. 22 and 24.

A course on the Chemistry of Perfume materials to be conducted by Prof. Donald Denney will begin Sept. 24 at Rutgers—the State University, 18 Washington Place, Newark. A year of organic chemistry is a prerequisite. The fee is \$50. Sessions will be held Wednesday evenings for 16 weeks. A course on Perfumery and Essential Oils conducted by Steffen Arctander will begin Sept. 22 with lectures Monday evenings. Laboratory will be held Thursday evenings at the School of Pharmacy, 1 Lincoln Ave., Newark. Fees: Lecture \$30; Laboratory \$70.

### Queen Bees Combination Package Offered by DuBarry

Queen Bees, a special combination package of DuBarry royal jelly preparations Royal Treatment Cream and Royal Nector will be offered at \$5 retail September 1.

### "It Should Happen to a Dog" Theme of New Dog Deodorant

Doggette a chemically active pet deodorant that is said to be harmless to pets and humans and does not stain upholstery, carpets or fabrics is being merchandised by LaBora Inc., 3121 N. Sheridan Road, Chicago 14, Ill. of which Dr. Emery D. Robert is the head. The product is stated to have an agreeable French fragrance. It comes in a 6-oz. aerosol can and the display unit is being distributed through pet shops, cosmetic shops, etc.

### 98 Graduate at Hoffman-LaRoche Inc.

Graduation certificates were presented recently to 98 chemical operators, lab assistants and foremen who completed the technical course offered by Hoffmann-La Roche Inc., Nutley, N. J. The certificates were given to the graduates by Paul J. Cardinal, vice president in charge of industrial relations, at a special ceremony at the Roche plant.

The technical Course is designed to acquaint new employees and refresh old ones with company policies and procedures. Some 498 Roche employees have completed the course since its inception. The course is conducted under the supervision of Emile Baros.

### Egg and Rum Formula Shampoo Now on U.S. Market

An egg and rum shampoo claimed to be particularly effective on bleached and dyed hair is being manufactured by Merceita Genoar Cosmetiques, Box 1946, Chicago 90, Ill.

### Bible Opposes Federal Fair Trade Law

Sen. Alan Bible, chairman of the U.S. Senate Commerce subcommittee handling proposals for a federal fair trade law has made it clear that his subcommittee will not act on a federal fair trade law this year. Earlier this year proponents of fair trade faced forums sympathetic to their cause.

Proponents of fair trade hope to get their federal fair trade bill out of the House committee on Interstate and Foreign Commerce and perhaps through the House so that they will be in a stronger position to renew the battle in the next Congress. The House committee will not report a bill carrying the designation "fair trade" or "resale price maintenance" as its bill carries the title "An amendment to the Federal Trade Commission Act to equalize rights in the distribution of identified merchandise."

### Warner-Lambert Sets Up New Merchandising Department

A new department to coordinate the merchandising and packaging activities of Warner-Lambert's Family Products Division has been set up under the presidency of John S. Hewitt. The division markets Richard Hudnut hair preparations, DuBarry cosmetics, Listerine, Sportsman men's toiletries and a few pharmaceuticals. Thomas J. McEwan is director of merchandising, and Donald O'Brien is assistant.

### Egg Shampoos Must Contain Over 2% of Egg To be So Labeled

Any product called an egg shampoo should contain one egg, or the equivalent amount of dried whole egg in that quantity of the article which would be used in one shampooing of the hair in order to be referred to as an egg shampoo the F.D.A. has ruled.

# **Chemical Abstracts**

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NEW METHOD FOR DETERMINATION OF ZINC STEARATE IN (FACE) POWDER. L. P. Pokhlebalova and N. I. Shatskaya. Masloboino-Zhirovaya Prom. 21, No. 7, 27-8 (1956).—Weigh 2 g. of face powder into a 100 ml. Erlenmeyer flask, add 30 ml. of 0.5 N alc. KOH soln., boil in a hot-water bath for 4 min., cool, and filter through a heavy filter. Wash the ppt. thrice with 15 ml. portions of alc., and evap. the filtrate to dryness. Dissolve the residue in 20 ml. of cold water, acidify with 20 ml. of 20% soln. of H<sub>2</sub>SO<sub>4</sub>, and ext. the liberated stearic acid (I) with three 15-ml. portions of either xylene, toluene, or pet. ether. Wash the solvent free of mineral acid, add 10 ml. of neutral alc., and titrate I with 0.5 N alc. KOH soln. with phenolphthalein as indicator. Thru C.A. 51, 4654c.

ANALYTICAL RESEARCH ON LIPSTICKS. Rossana Ventura (Univ. Pisa, Italy). Med. legale e assicuraz, 3, 1282-96 (1955).—Phys. and chem. properties (color of the lipstick smear in the sunlight, behavior in Wood's light, photographic behavior, soly., and behavior of the solns. in the sun and in Wood's light, etc.) are reported for 35 com. standard lipsticks. A lipstick can be identified by its smear. II. Minerva med. legale 76, 8 pp. (1956).—The same exam. as given above is reported for 44 other com. standard lipsticks. Thru C.A. 51, 4654e

PLASTIC MINERAL OIL PASTES AND CREAMS. Stanley H. Frohmader (to Research Products Corp.). U.S. 2,775,561, Dec. 25, 1956. Thixotropic plastic creams suitable for salves, ointments, cosmetics and use as adhesives on impingement-type air filters are prepd. from mineral oils (I) and microcryst, wax (II) by rapid chilling of the melted mixt. The II (5-25% by wt.) is dissolved in I and chilled uniformly at a rate of at least 65°/min. to a temp. at which it is insol. in I. Emulsifiers which impart hydrophilic properties to the creams, such as soaps or glycol and glycerol stearates, may be included in the mixts. Also 10% water can be incorporated by means of a colloid mill. Solids, such as Ti., are introduced by milling. Thru C.A. 51, 4662b.

ANTIBACTERIAL ACTION OF CHLOROPHYLL.-Numerous reports have been published on the successful treatment of chromic infected wounds with water-soluble chlorophyll derivatives, which have been presumed to act by bacteriostasis or as bactericides. Mowbray, who has investigated the antibacterial activity of sodium potassium copper chlorophyllin, one of the commercial preparations available, reports that it has some bacteriostatic action but that it is slight (Brit. M. J. 1:268, 1957). It has some activity against certain grampositive organisms, including Micrococcus pyogenes var. aureus, Streptococcus pyogenes, Diplococcus pneumoniae, and pathogenic clostridia, but after a period of bacteriostasis, bacterial multiplication proceeds in the presence of all concentrations in which the preparations are likely to be used. After repeated culture in the presence of chlorophyll, Mowbray found that M. pyogenes var. aureus becomes resistant to the temporary bacteriostatic effect of chlorophyll. There is, however, some potentiation of antibiotics such as penicillin, oxytetracycline, and streptomycin by subinhibitory concentrations of chlorophyll preparations, although this appears

to be due to some physical surface-active effect rather than to a true synergism of potentiation. Thru J.A.M.A., April 6, 1957, p. 1285.

SHAMPOO COMPOSITIONS CONTAINING 1-METHYLOL-5,5-DIMETHYLHYDANTOIN. Hyman Henkin (to Colgate-Palmolive Co.). U.S. 2,773,834, Dec. 11, 1956. To prevent shampoo compns. from darkening in color or developing an unpleasant odor upon standing as a result of contamination by bacteria and molds, from 0.1 to 1% by wt. of 1-methylol-5,5-dimethylhydantoin is added to the shampoo compns. Thru C.A. 4656i, 51.

PERMANENT HAIR WAVING NEUTRALIZATION BY MONOPERSULFATE. Thomas E. Bell (to E. I. du Pont de Nemours & Co.). U.S. 2,774,355, Dec. 18, 1956. An aq. soln. of an alkali metal monopersulfate is used as the oxidizing agent in the final wave setting step of home permanent waving. Thru C.A. 51, 4662f.

ANALYSIS OF VANILLA AND RELATED FLA-VOURING MATERIALS. L. A. Wollermann (Univ. Illinois, U.S.A.). Dissert. Abstr., 1956, 16 (5), 940-941.-Two procedures for estimating vanilla and some related compounds in vanillin extracts were studied. The Folin-Denis method was modified by lowering the concentration of Na<sub>2</sub>CO<sub>3</sub> reagent to 10% or by adding 5 ml of 10% sodium hexametaphosphate just before adding tungstophosphoric or molybdophosphoric acid reagents, so that no pptn. occurred when the blue colour developed. The modification was applied to the estimation of vanillin and of vanitrope (propenylguaethol). Laevulose and vanillic acid interfere. In the u.v. absorption method of determining vanillin, a pH of > 5.1 or < 9.7 was required for max. absorption. The pK value of vanillin was 7.4. Procedures were devised for analysing mixtures of vanillin and propenylguaethol, with u.v. absorption, in both acidic and basic soln. Excess of Pb (from Pb acetate clarification reagent) in alkaline soln. was complexed by both sodium hexametaphosphate (up to pH 9.8) and sodium triphosphate (up to pH 10.8). A pH of 10.5 is recommended for the determination of vanillin. Vanillin (about 10%) was lost from soln. by lead defecation and more in the removal of excess of lead by pptn. Thru Analytical Abstracts 4- 1676.

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# **PRODUCTS & IDEAS**

### METERING PUMP-1

A newly designed series on continuous-duty metering pumps that transfer liquids and gases through plastic or rubber tubing at slow rates with pre-determined accuracy are now being produced by New Brunswick Scientific Co. According to the manufacturer any one of the Model PA Peristaltic Pumps may be used, by itself, as a metering device to move materials into reaction vessels, or as an auxiliary pumping unit in conjunction with other equipment. Flowing matter is never in contact with any part of the pump. As the rotor revolves, tubing is compressed and gas or liquid is trapped between two rollers and forced through the tubing, thereby creating a suction. Weighing 81/2 pounds, the pump can be operated flat or on end, and can be mounted on wall or panel through lugs provided on cover.

### MAGNETIC STIRRER-2

A newly designed laboratory magnetic stirrer, having a rigid clamp cast integrally with the base, is announced by Arthur S. LaPine and Co. The clamp enables the stirrer to be mounted on a support rod, or used on a bench top, with or without a support rod attached. A shaded pole electric motor spins the Alnico V permanent bar magnet horizontally about the motor axis, and the Lanco Lozenge (R) molded-

in-Teflon stirring bar in the vessel follows the rotating magnetic field, stirring without any mechanical coupling. A rheostat controls the stirring speed.

### **DEGREASING EMULSIFIER**

A new oil-in-water emulsifier, Emcol P-5900, has been developed by Emulsol Chemcal Corp. According to the firm, this new emulsifier shows excellent tolerance to variations in aliphatic hydrocarbon solvents. A solution of 25% P-5900 in kerosene will permit a 10-fold dilution of such aliphatic solvents as Stoddard, diesel fuel oil, and straight kerosene. The company also states that finished emulsion degreasing formulations based on Emcol P-5900 have good rinsing characteristics and leave film-free metal surfaces.

### FILTER-3

Ertel Engineering Corp. announces a new Positive Seal Cylinder Disk Filter to be known as Model ECS. With the Positive Seal Development a high compression spring is said to assure a constant seal of the filter media at all times automatically with a single tightening assembly. According to the firm, time is saved by the quick opening and closing feature of the single assembly and due to the enclosed principle there is no loss of liquid due to evaporation or

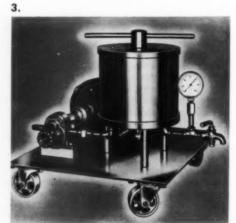
drippage. Model ECS is available in sizes to accommodate 7" and 12" diameter asbestos sheets. It is constructed from stainless steel and is available with or without pump or motor.

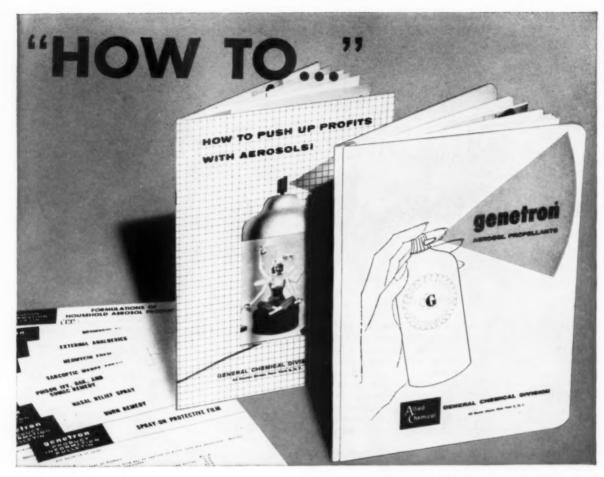
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# Rheological Review For Cosmetic Chemists\*

### A. L. SCARBROUGH\*\*

RHEOLOGY is the science of the deformation and flow of matter. That is a rather sweeping definition, since it allows ample room for studies from mayonnaise to volcanic lava, as well as from blood serum to wet sea sand. Our purpose here, since the scope of the subject is enormous, is to choose a few aspects which might have a direct and practical bearing in the field of cosmetic chemistry. We should like to suggest a few thoughts which may be helpful in your work of continual improvement of various pastes, creams, solutions and emulsions, the

bulwark of your trade.

Perhaps it would also be well to enter a standard disclaimer clause at this point. We are all familiar with the necessary custom in the chemical industry. The printed brochure describes wonderful new products and recipes which will solve all of the problems that have been keeping you awake at night. Then, on the last page, is a formidable paragraph which says, in effect, that the foregoing data "ain't necessarily so." Well, our position may be similar in that we are speaking not as either a cosmetic or rheology expert, but as one who has enjoyed our combination of theoretical and practical interests in the flow properties of matter. What we have observed and read in the pigment, paint, ink and plastics fields seems to us to have a very definite bearing on your products and problems.

Let us begin with a review of our definitions, so that we have a base of mutual agreement for later discussion of practical mixtures. The following section on types of flow properties may be familiar ground, but we have a choice to make in some instances as to terms and schools of thought. There is such a network of conflicting beliefs in non-Newtonian flow that one must thread his own way, depending on experience and training.

### Types of Flow

The term "Newtonian flow" is not a subject of dispute. It comes from Newton's basic law of viscosity, which produced a definition of coefficient of viscosity as the tangential force per unit area that will produce a unit rate of shear. More specifically, a substance has a



Figure 1.-Model of Newtonian flow.

viscosity of one poise when a shearing stress of one dyne per sq. cm, produces a velocity gradient of 1 cm, per sec. per cm. The classical model used by Newton consisted of two parallel planes confining the liquid being tested. It is not suitable as such for a practical instrument, because no one has devised a way of making the liquid retain its shape and position without using some type of side walls. The derivation of the cylindrical cup-and-bob type of viscometer was not only a logical expedient of simply curving the planes so that the liquid was continuous, but it was actually anticipated by Newton himself. In 1713, his Principia specifically outlined the action of a fluid between fixed and rotating concentric cylinders, pointing to translation of motion from one to the other by the

Though about a century and a half passed before further interest came to light, finally Poiseulle in 1846 reported that the volume per second of liquid flowing through a capillary tube is directly proportional to the activating stress. This was followed promptly by the work of other scientists leading directly to the first theoretical analysis of flow and definition of the coefficient of viscosity. Fig. 1 shows the performance of a Newtonian liquid when rate of shear is plotted against shearing stress, on a rotational viscometer. The curve is

continued on page 60

<sup>\*</sup> Presented at the October 24, 1956, Meeting, New York Chapter, Society of Cosmetic Chemists.

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always a straight line intersecting the origin in Newtonian liquids, because the rate of flow is directly proportional to the force exerted on the liquid. At any chosen point on the curve, the viscosity coefficient is equal to the shearing stress divided by the flow. The curve can be established by determining only one point and drawing a line through it and the origin.

Most pure substances show Newtonian flow properties, and so do solutions of low molecular weight compounds. This would include water, glycerin, alcohols, ethers, and common oils, ester, and aldehydes. For these, any reliable single point method of measurement is per-

fectly satisfactory.

Now comes the major reason for such extensive work in the field of rheology. As soon as you begin to add pigment particles, gelling agents, high molecular weight substances, and surface active agents, or to emulsify immiscible systems, the flow properties nearly always become non-Newtonian, and the single point measurement ought to be discarded if reasonable knowledge of flow

properties is desired.

Plastic flow is shown by the plot in Fig. 2. It is of considerable importance in many industrial applications, since it is so often typical of pigment dispersions. The essential feature is the presence of a limited shearing stress below which flow does not occur. The system behaves as if an energy barrier has to be overcome before flow then becomes proportional to additional increments of force exerted. The common designation for this minimum stress is "yield value," and there are three different points considered significant as yield value intercepts, which we should settle upon here to avoid confusion. The dotted line extension to intercept the abscissa is designated  $f_B$ , called the "Bingham yield value." It is the only one which has been justified mathematically and was developed by Bingham in his pioneer work on plastic flow. On a purely scientific basis, it seems to be preferred by rheologists. The other two were suggested by Houwink in addition to the Bingham concept (2). The value  $f_L$ , a lower yield value, is fixed at the beginning of shear, and  $f_M$ , a maximum yield value, is fixed at the beginning of laminar flow. While  $f_L$  is sometimes employed as a "practical yield value,"  $f_M$  is not often encountered, and the usual practice today is to use the extrapolated intercept according to Bingham.

The nature of plastic flow is important and interesting because so many practical applications of pigmented industrial products have this characteristic. It has been the subject of considerable argument, but the general explanation which seems to be supported by microscopic evidence is as follows. The particles suspended in the system tend to aggregate through the action of van der Waals forces and form a network of floccules, which in turn are broken down through shearing. During shear both breaking down and reformation are taking place, and a steady state can be achieved if the shear rate is held constant. A type of equilibrium will be reached at each rate of shear. This view is supported by the fact that a plastic body will come down the curve in a straight line if shear is started at the maximum rate

and decreased rapidly.

Many examples of pigment suspension exhibiting plastic flow have been studied. The yield value, which is obviously quite important in a tube of paste or cream, or in a paint, for example, can be varied in a given system by a number of factors. The addition of surface active agents will lower yield values, as a rule, by improving the wetting of the particles. Agents which deflocculate particles give lower yield values; flocculating agents raise yield values. Materials which increase interfacial tension will raise the yield value and vice versa. The yield value usually goes up with increas-

ing ratio of pigment to vehicle and with the specific surface of the pigment. As we will see later, large changes in these factors will often alter the type of

flow property completely.

The property known as thixotropy is often associated with plastic flow, and in some respects would appear to be a sort of subspecies with closely related character. Suspensions are termed thixotropic when they have the property of becoming fluid on agitation and of setting to a gel when undisturbed. We are all familiar with the classic case of bentonite gels in water as an example of thixotropic behavior. But we should consider the question of what the basic differences are from plastic flow which was shown in Fig. 2. When the yield point has been exceeded, a plastic body shows deformation which is roughly proportional to the applied force, and many suspensions of this type will liquefy when shaken or stirred vigorously. The similarity between plastic and thixotropic flow has been a source of confusion, and has led to a great deal of controversy, because the time factor and measurement conditions are vital in determining which rheological definition should be applied. In thixotropic flow, there is a finite and characteristic recovery time in the rebuilding of floccule networks, whereas rebuilding occurs immediately in plastic flow. This can be shown readily by examining the cup-and-bob viscometer curves as shown in Fig. 3. The upcurve is run, using increasing rates of shear, and immediately afterward, the down curve is run over the same distance. Since further breaking down of networks is not taking place, the downcurve of thixotropic bodies does not coincide with the upcurve. In plastic bodies the two curves will coincide, except at the lower end near the yield point. This is the "hysteresis loop" method, advocated by many eminent rheologists, and calculations of a coefficient of thixotropic breakdown have been made in which the area of the loop is measured. There is little question but that the approach is the most suitable one for any reasonable development of quantitative data. Those who object to it cite the arbitrary elements involved in the measurement, since the area of the loop is sharply influenced by the time taken in recording the upcurve, and the slope of the downcurve is determined by the top rate of shear chosen for the test condition. Even though this definition of thixotropic behavior may seem narrow because of the empirical nature of the method, there is large-scale agreement that the occurrence of a hysteresis loop should be the deciding factor. It is understood that certain suspensions would not show a loop under one set of time-stress conditions and would appear to be non-thixotropic; but in another measurement taken over an extremely short time period, a loop could be obtained. That illustrates the relative nature of thixotropy and why so much confusion has arisen where different criteria and methods of measurement have been used. In recent years it is unfortunate that the term thixotropy has been applied to all types of bodies having plastic flow without regard to a specific definition. Where a need exists for knowledge of the time-recovery factor in a commercial product, an instrument which is capable of controlled variation of rates of shear must be employed and the double curve is required to define the rheological change during shearing.

Pseudoplastic flow starts out like Newtonian flow and then becomes more plastic in nature, as shown in Fig. 4. Notice that there is no "yield value" concept in this case, since flow begins at a very small shearing stress. The class of pseudoplastics includes mostly resinous materials and compounds having long chain molecules, either alone or in solutions of sufficiently high concentration. The following explanation of the pseudoplastic

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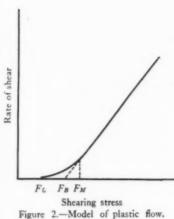
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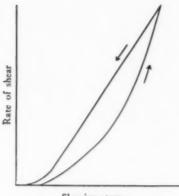
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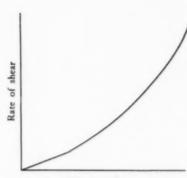
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Shearing stress Figure 3.-Model of thixotropic flow.

Shearing stress Figure 4.—Model of pseudoplastic flow.

behavior in resinous products has been suggested (3). The long chain molecules are in a random state of orientation at rest. At low shear rates there is little or no tendency to align themselves in the direction of flow which corresponds to the lower portion of the curve. As the rate of shear increases, however, a regular alignment of molecules starts which reduces the frictional resistance between parallel chains. The curve begins to turn upward as the resistance to increasing rates of shear diminishes. This is, of course, a speculative type of explanation rather than strictly factual. Considerable evidence has been advanced to show that the lower part of the curve is actually non-linear and therefore non-Newtonian. Another note of interest is that at high rates of shear, some resinous materials have been shown to give hysteresis loops in the upper portion of the curve only, though the up- and down-curves coincide over the rest of the range.

There is one other generally recognized type of flow which is not Newtonian. Materials which tend to become more viscous when they are sheared and to revert to a flowing state at rest are called dilatant. A dilatant flow curve is shown in Fig. 5. The consistency curve at first glance appears to be the reverse of a pseudoplastic one. The original use of the term dilatancy was based on the dilation and increase in rigidity of closely packed masses of fine particles, such as sand, when disturbed. The familiar example is wet sea sand. When it is disturbed by stepping on it, the area appears to dry off. The explanation is postulated that the particles of a dilatant system settle to a state of minimum voids, and

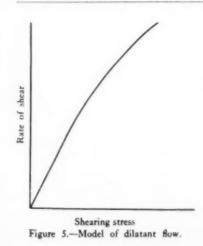
agitation causes them to rearrange to a larger void volume, causing any free suspending liquid to be drawn into the mass. Actually, the dilation of the mass on shearing is not considered a primary requirement today, since it is considered likely that materials exist with consistency curves of this type which do not show volume changes (4).

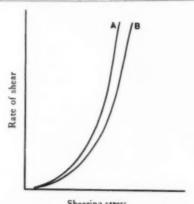
Dilatancy occurs most frequently at relatively high pigment volume concentrations and usually with small particle sizes. Aging of pigment dispersions has a strong effect, though the change in dilatancy with aging time is not predictable for different cases. Particle shape is important, and good correlation has been obtained in comparing critical volume concentrations with calculated void spaces (4). Particles which are nearer to spherical shapes reach maximum dilatancy at higher solids concentrations; cubes and more irregular shapes have lower concentrations for maximum effect, presumably because they are able to pack down closely at rest and create larger voids when disturbed.

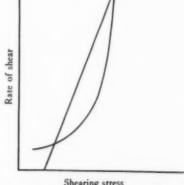
Dilatancy seems to require that the suspended particles be deflocculated; the mechanism, as indicated in the "packing" idea discussed above, is entirely different from that assumed for plastic or thixotropic flow. It is not surprising, therefore, that some pigment dispersions show both properties. Aqueous suspensions of carbon black, zinc oxide and iron oxide are known which give a dilatant curve with a loop.

The types of flow we have just discussed in some de-

continued on page 64







Shearing stress Figure 6.—Pseudoplastic flow of 10% starch pastes. Curve A = one hour cook. Curve B = half hour cook.

Shearing stress Figure 7.-2.5% Ben-A-Gel in water.

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tail are important because we know that many problems of formulation and production involve the effect of small variables on the flow characteristics of industrial products. We should next consider some of the common raw materials which are important in establishing or modifying the rheological pattern of our products.

Gelling agents or thickening agents are an important group of modifiers. Concentration of the gelling agent may influence the nature of flow, as for example starch. Pastes containing 10 per cent dry starch from pseudoplastic bodies and yet when the amount is increased up to 35 per cent or 40 per cent, they become entirely dilatant. Such pastes can be poured readily, but they seem to solidify if an attempt is made to stir them vigorously. Starch gels also vary somewhat according to the history used in making them up as shown in Fig. 6. Curve A is a 10% starch paste which was cooked for thirty minutes, while curve B is the same starch with a one hour cooking period. Dependence on method of preparation is common among the hydrophilic colloid gelling agents, and it points up the need for accurate rheological knowledge as a control means for good quality production in industrial work.

Ordinary gelatin also tends to change type of flow with concentration. A 4 per cent water dispersion of gelatin gives an excellent thixotropic curve, but higher concentrations approach dilatancy rather rapidly. Again there is a noticeable sensitivity in the type of gelatin chosen and the method used in gel formation with respect to flow properties. Aging of both starch and gelatin pastes leads to very definite changes in their

Dispersion of both sodium alginate and methyl cellulose show pseudoplastic flow, somewhat similar to starch. Most water soluble gums are in the same rheological family, though frequently they are mistakenly called thixotropic.

The mineral type of gelling agent usually behaves somewhat differently. Bentonite, or a refined magnesium montmorillonite, such as Ben-A-Gel, gives a definite thixotropic loop. Fig. 7 shows the flow curve of a suspension of 2.5 per cent Ben-A-Gel in water. There is no evidence of any other type of flow at higher concentrations up to a virtually solid gel. Assuming the proper minimum work is done initially to form the gel, no effect is noticed from variations in temperature or milling times on the rheological properties. Stability on standing is a remarkable feature since duplicate measurements can be obtained after extremely long periods of time.

Pigment dispersions were mentioned in passing during the flow curve discussion. At higher concentrations they often tend to be dilatant, with strong dependence on the shape, size and surface character of the particles. At lower levels of pigment to vehicle thixotropic flow is often noted. Strong effects are obtained with small amounts of surface active agents; a specific case is the change in an ultramarine blue dispersion in mineral oil which has been reported (4). The thixotropic curve lost its loop almost entirely, becoming plastic flow, with the addition of a small amount of Aerosol OT. The addition of lecithin to a suspension of quartz in water which is originally nonthixotropic changes it to a plastic and thixotropic material (5).

These examples are useful to illustrate the powerful nature of such additives. They are double-edged weapons, and we suspect that at times an undesirable consequence in flow properties, especially with aging, which was not foreseen has caused many headaches in industrial cosmetic products. Our own reason for advocating agents, such as Ben-A-Gel where modification of flow properties or the state of pigment flocculation is

desired, is based on their inert behavior; they do not affect surface tension, and any influence on pigment flocculation seems to be a mechanical matter of holding larger vehicle layers around particles rather than changing the character of the vehicle-particle interface.

Thickening nonaqueous liquids satisfactorily has posed problems in uniformity and package stability for many years. The metallic soaps as a class are well known for gelling mineral and vegetable oils. Most of the anomalous results obtained with them from time to time can be traced to two sources. Variables in the soaps themselves, such as the amount of free acid, moisture, metal content and so on, cause serious differences in the rheological properties of the gels. In addition, the same soap with different heat and milling histories will produce correspondingly different flow curves.

Resinous or polymeric products are also frequently used as thickeners. As we have seen, the predominant effect tends toward a pseudoplastic system, though plastic flow is frequently associated with such polymers as bodied drying oils. Reproducibility and stability in the package must be studied carefully in each case.

The Bentones, which are organic compounds of montmorillonite, have been phenomenally successful in the protective coating field for thickening and gelling various vehicles since their introduction a few years ago. They will undoubtedly become a similarly useful adjunct to the cosmetic formulating industry. Bentone gels produce thixotropic curves of the same type as shown previously for Ben-A-Gel, and there is special value in their uniform behavior. The relationship between concentration of Bentone and the area of the loop in the thixotropic curve is essentially linear in nature, making it quite possible to predict the behavior of a Bentone with comfortable accuracy. The Bentone gel is also unaffected by temperature variations, which we could like you to keep in mind when you formulate a face cream for use in cold climates.

In your everyday formulating work, we should like to suggest, in closing, a few points which might be

1. When such factors as yield point, extent of thixotropy and changes in body during package aging are in question, the use of a good multi-point method to determine what flow properties you actually have in hand is the most reliable means of collecting fundamental data. We hope it is clear that a measurement taken at a single point, such as at one rate of shear, has extremely limited value, even for control purposes.

2. Knowing something of the rheology of the individual components of your formulations should be very helpful. The combining of the flow types we have discussed is often exactly what you are doing to reach an

esthetically pleasing product.

3. Keep a close check on the powerful modifiers in emulsions, pastes and dispersions. Surface active agents, dispersing agents and gelling agents should be checked to determine the relationship between the concentration of the agent and its effect on flow properties

4. Where systems are pigmented, you can modify the rheology effectively by changes in the shape, size and specific surface of the particle. Sometimes a different grade of titanium dioxide, iron oxide, talc or whiting may produce exactly the effect you need.

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oil distributors. AROMATICS DIVISION,
HOFFMANN-LA ROCHE INC, Nutley 10, N.J.
NUtley 2-5000

New York City: OXford 5-1400

NEROLIDOL 'Roche'

Now available at attractive price. Serves the same purpose in compounds as the sesquiterpene alcohols in natural oils. Has excellent blending and cohesive properties. Delicate lily-like odor. Can be used as a substitute for farnesol.

GERANYL ACETONE 'Roche'

Completely new, inexpensive material. Has basic rose type of odor, resembling rhodinol formate or geranyl formate, but with good green note.

Aldehyde-like top note. Stable in soap.

AROMATICS DIVISION

HOFFMANN-LA ROCHE INC Nutley 10, N.J. NUtley 2-5000 New York City: OXford 5-1400

# News

# and Events

#### San Jose State College Conducting Course in Cosmetics

A popular course in the preparation and characteristics of cosmetics is being conducted during the Summer Session of San Jose State College, San Jose, Calif. The course is being conducted by Dr. Gertrude W. Cavins, head of the Department of Science Education.

#### William Barlow Honored for Service to His Alma Mater

William H. Barlow, a founder and charter member of the American Society of Perfumers, Inc., is the recipient of the 1958 Pratt Alumni Medal awarded by Pratt Institute of Brooklyn, N. Y., in recognition of his more than 40 years of service to the alumni and to the Institute.

The citation accompanying the award especially stressed his services to the Institute in the founding of the Pratt Institute Alumni Federation, which body coordinates the alumni activities of the five schools, past and present, comprising Pratt Institute. The award was made by Dr. Robert F. Oxnam, president.

Mr. Barlow is a graduate of the Chemical Engineering course, class of 1914 and as an alumnus has served as its director for 40 years, also as treasurer, president, chairman of its board of trustees, chairman of the annual banquet and monthly dinner-meeting committees; member of the committee commemorating the 40th anniversary of Pratt Institute and chairman of the Science and Technology Alumni Council.

In 1933 he was the recipient of the Dr. Charles M. Allen Medal, awarded by the Chemical Engineering Alumni for devotion to alumni and achievement in industry. He now serves as treasurer emeritus.

On completion of 9 years as first secretary of the American Society of Perfumers, Mr. Barlow retired from that position in January 1956 and was tendered a bond of \$500 in token of appreciation. He now serves as chairman of the by-laws committee. Mr. Barlow is director of the Perfume Research Laboratory of Orbis Products Corp. In 1920 he won the second prize of \$1500 in an international perfume contest conducted by the American Perfumer on behalf of one of the large toilet goods manufacturers.

# Pharmacists in Industry Organize New Association

The Society of Pharmacists in Industry which was recently organized to promote the profession of pharmacy and a closer relationship among pharmacists in industry through the medium of technical papers, personal association and interchange of idea is preparing for its Fall meeting.

#### Shulton Opens European Administration Office

As a result of the expansion of the business of Shulton Inc. in Europe a new European administration office has been established in New York to coordinate all European activities. John H. Douglas is manager of the office.

#### Dr. Walter Taylor Purchases Dispergent Co. from Founder

Dr. Walter A. Taylor has purchased The Dispergent Co. from the founder, Charles T. Maeding. The company has moved to a new plant in Guilford, Conn. where enlarged facilities have been completed. Mr. Maeding is remaining as an



Dr. Walter Taylor

associate of the company. The Dispergent Co. produces specialized emulsifiers, dispersants, and solubilizers for the cosmetic, pharmaceutical and chemical specialties industries under the Neocol trade name.

#### New Soap Detergent Bar Launched by Armour & Co.

Armour & Co., Chicago, Ill. has launched a new detergent bar "Glad" which also has a deodorant and a cold cream additive.

#### WILLIAM BARLOW RECEIVES PRATT AWARD



Dr. Oxnam and Mr. Barlow discuss the Award

#### Dr. Harrison to Head New Lehn and Fink Department

In a major move to develop new products and to expand its line of cosmetics, toiletries, and proprietary drug items, Lehn and Fink Products Corp. has created a corporate department devoted exclusively to new-product development.

One of only some fifty such departments among national companies, it will be headed by Dr. Thomas S. Harrison.



Dr. Thomas S. Harrison

Dr. Harrison will have responsibility for new-product activities for three of the company's divisions: Proprietaries-Toiletries, Dorothy Gray, and Tussy Cosmetics.

#### Charles Berger, Perfumer for Fleuroma Died August 7

Charles Berger, 60, staff perfumer for Fleuroma Inc., New York, died August 7 following a brief illness. He had been with Fleuroma for four years. He was a member of the American Society of Perfumers and will be missed by his many friends and associates. He is survived by his widow and three daughters.

#### Mrs. R. V. Bakalinski Planning European Trip



Mrs. R. V. Bakalinski

Mrs. R. V. Bakalinski, president of the Kolon Trading Co. Inc., is planning to visit a number of European countries, including Poland. The purpose of the trip to Poland is to negotiate contracts for the year 1959 and thereafter, and to introduce a greater variety of chemicals, as supplied by Ceich Ltd., and to increase the volume of business between Ceich Ltd., which her company represents, and the United States customers.

#### GEORGE LAURENCE CIBS SPEAKER IN JULY



George Laurence, New Zealand Trade Commissioner, spoke at the July 10 meeting of the CIBS. His subject was "Some Aspects of New Zealand and Its Trade". Shown after the meeting (I to r) J. William Voit, CIBS director; William Jaeger, CIBS president; Commissioner Laurence; and Robert Ring, CIBS membership committee chairman.



James D. Nolan

#### R. T. Vanderbilt Co. Adds to Sales Staff

The R. T. Vanderbilt Co. Specialties Department, with headquarters at 230 Park Ave., New York, has announced two appointments to its field sales staff. James Dennis Nolan will cover the mid-



Thomas M. Kugeman

western states west of Chicago. He is a graduate of Fairfield University and attended New York University, specializing in pre-medical studies. Thomas M. Kugeman will cover the mid-western states east of Chicago, and the Province of Ontario. He is a graduate of Bates College, where he majored in Chemistry.

#### TOY BRECK BEAUTY SALON INTRODUCED



Susan Breck, daughter of John H. Breck, Jr., executive vice-president of John H. Breck, Inc., points out the various components of the new "Breck Beauty Salon" toy recently placed in distribution. Others in the picture are, (left to right) Louis Kostin, president of Denis Crib, Inc., manufacturers of the toy; John H. Breck, Jr., and Henry Ciocci of the Breck Sales Department. The miniature salon was designed with the approval and cooperation of the Breck Company and leading manufacturers of beauty shop furniture.

## Prince Matchabelli Announces First Million Dollar Campaian

For four days in mid-June Prince Matchabelli Inc., including its Seaforth, Simonetta, and Black Watch divisions, took over the Atlantic City (N.J.) Country Club for its first sales meeting held outside New York City. Sales representatives and sales agents from all parts of the country attended.

A high point of the business sessions was the announcement of the forth-coming million dollar advertising campaign, the first in the company's history. As outlined the program will include advertising in national magazines, newspapers, TV, and radio. Ralph E. Lamson, Northern Field Sales Manager, for the second consecutive time won the "Man of the Year" award for the best all around sales job. On the entertainment side, there were golf matches, swimming parties, a softball game in which the North defeated the South, climaxed by a barbecue party at which company executives donned chefs' hats and aprons to act as waiters.

#### New Kit Features Beauty Aids in Tubes

This plastic Beauty Kit includes a selection of four items for the care of hands, skin and hair, all individually packaged in metal tubes manufactured



by A. H. Wirz, Inc. The tubes are decorated in pastel pink and blue. Developed by Quality Cosmetics Corp. as an introductory promotion on its Monique line, the kit has found wide favor with women.

## Carter Products, Inc. Begins Plant Construction

Carter Products, Inc. have begun construction of a \$3.5 million plant in Cranbury, N.J. its second there, as Governor B. Meyner turned the first shovel full of earth at the 150-acre site. Completion of the building is slated for late summer of 1959.

The new plant—one of the largest of its kind in the state—will include manufacturing, shipping and warehouse facilities for all Carter toiletry and proprietary products, as well as for those of its pharmaceutical division, Wallace Laboratories. Wallace Laboratories is the firm that developed the tranquilizing drug, Miltown.

#### TOASTING RECORD MATCHABELLI CAMPAIGN



At recent Prince Matchabelli Sales Meeting, company and advertising agency executives salute the first million dollar advertising campaign in the company's history. From Left: for Morse International Inc., Robert A. Dearth, Vice President, and Richard D. Falcon, Account Executive; for Prince Matchabelli Inc., Clarke C. Hambley, Vice President-Advertising, Owen Stoner, President, and Paul P. Woolard, Vice President-Sales.

#### Janet Nemer and Davis Factor, Jr. Wed in Beverly Hills

Janet Nemer and Davis Factor, Jr. son of Mr. and Mrs. Davis Factor, board chairman of Max Factor & Co., were married August 10 at Temple Emanuel in Beverly Hills with the reception following at the Holmby Hills home of the parents of the groom. After a brief honeymoon in Carmel, the couple will make their home in San Francisco.

# Labeling Laws Covered in C. S. M. A. Book

The Chemical Specialties Manufacturers Assn. has published a 114-page book "Compilation of Labeling Laws and Regulations for Hazardous Substances" covering the laws in 16 states and cities, the federal Caustic Poisons Act and the CSMA Model Hazardous Substances Labeling Act for Retail Packages. The price of the book is \$5.

#### GOVERNOR MEYNER STARTS CARTER CONSTRUCTION



Governor Robert B. Meyner of New Jersey, seated, moves the first 18 yards of earth for a new 3.5 million plant for Carter Products, Inc. Looking on is Henry H. Hoyt, President and Director of Carter. The new plant, one of New Jersey's largest construction projects, will be adjacent to the New Jersey Turnpike and will employ about 300 persons and is scheduled for completion late in the summer of 1959. It will occupy 250,000 square feet of floor space on a 150-acre site and will house manufacturing, shipping and warehouse facilities for all Carter products as well as those of its pharmaceutical division, Wallace Laboratories. Carter operates another plant at New Brunswick.

#### R. T. O'CONNELL AGENCY'S TWENTIETH ANNIVERSARY



Shown at an agency staff party at the Park Lane Hotel are (left to right): George L. Miller, vice-president; Ethel Merklen, executive vice-president and R. T. O'Connell, president. Some of the accounts handled by the agency in the drug and cosmetic fields are: Aromatic, Djer-Kiss, Harriet Hubbard Ayer, Mavis, Milkmaid, Nestle, Pinaud, Pomatex and P. Robertet.

#### van Ameringen-Haebler Receives Little League Certificate

At a recent ceremony dedicating a Little League baseball field which van Ameringen-Haebler, Inc. provided on their property adjacent to the firm's Union Beach plant, a certificate of appreciation was awarded the company by Philip J. Cassidy, President of the Union Beach Little League Association.

#### **American Can Appoints Subsidiary Presidents**

American Can Co. has appointed new presidents for two of its wholly owned subsidiaries, Sun Tube Corp. and Bradley Container Corp. The new president of Bradley is Kenneth M. Leghorn, president of Sun Tube since 1953. The new president of Sun Tube, succeeding Mr. Leghorn, is Joseph D. Martin.

#### H. Kohnstamm Plans Move To New Headquarters

H. Kohnstamm & Co., Inc., New York, has announced plans to move its executive offices from 83-93 Park Place to 161 Avenue of the Americas. The shift is tentatively scheduled for early fall. The offices at the new address will include the 14th and 15th floors formerly oc-cupied by Merck & Co. and will feature skylight laboratories. The new quarters will provide about 30,000 square feet of working space. The move will also involve relocating the warehouse facilities, now at 83-93 Park Place, on new sites in the metropolitan area.

#### Toilet Goods Assn. Standard for Allantoin

The board of standards of the Toilet Goods Assn., Inc., has released a standard for Allantoin, available to members of the association.

#### Two New Appointments to **Webb Sales Organization**

As part of its current expansion program, R. D. Webb & Co., Inc. of Cos Cob, Conn., has appointed R. E. Beau-mont, Beaumont Brokerage Co., Bellevue, Wash., as northwestern representa-tive; and George A. Hart to its Chicago sales staff.





Distillers of essential oils of outstanding quality. Exclusive American agents for genuine





R. D. WEBB & CO., INC.
Main Office: Cos Cob, Conn. Branches: Chicago and Los Angeles

#### **How to Formulate Perfumes**

A New Book by E. S. MAURER

A highly practical reference guide for all who utilize perfumery raw materials. . . . A virtual library of relevant information skillfully presented for ready reference.

CONTAINS 313 PAGES · PRICE \$6.50

Kindly send Check or Money Order to . . . American Perfumer & Aromatics, Book Dept. 48 W. 38 St., New York 18, N. Y.

#### S.C.C. of Great Britain Now Ten Years Old

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The retiring President, Jack Pickthall, presented the report of the council for the year 1957-58. The highlight of the year had been the visit of some 35 members of the Society of Cosmetic Chemists (U.S.A.) and the meeting with them had served admirably to maintain and strengthen the goodwill which has existed between the American and British Societies from the date of the formation of

the British Society.

Seven successful scientific meetings had been held during the year under review with an average attendance of over 80. The Educational Courses at the Brunel College of Technology, Acton, had continued and had resulted in eight more students being awarded the Society's diploma. The membership figure had increased by 28 and now stood at 283. For the future, the Society was engaged in arrangements for the British Congress of Cosmetic Science to be held in April, 1950.

Mr. Pickthall said the year could readily be claimed as one of continued progress but he took the opportunity to plead, if progress was to be maintained, for a lifting of the "veil of secrecy" by employers. Too often it was found, said Mr. Pickthall, that lectures on particular subjects could not be arranged because the prospective lecturers failed to obtain their employers' permission. He questioned whether all this security was really necessary and he asked employers to be more generous and open in this respect

The officers for the forthcoming year, all of whom were returned unopposed were announced as President: Dr. R. H. Marriott, D.Sc., F.R.I.C.; Vice-president: Dr. H. W. Hibbott, M.Sc., Ph. D. A.R.I.C. Hon. Secretary: P. A. Lincoln, M.Sc. Hon. Treasurer: R. E. Spate. The election of three vacancies as members of council from eight candidates resulted in the following being returned: S. J. Bush, F.R.I.C. R. T. Dobson. J. B. Wilkinson, B.A., B.Sc., F.R.I.C.

The meeting concluded with votes of thanks for service rendered to the retiring members of Council and in particular

#### YARDLEY CHEMIST TOURING THE UNITED STATES



William A. Poucher (center), chief chemist for Yardley of London and author of "Perfumes, Cosmetics and Soaps", chats with Clive Ross (left), Firmenich Co. and James Young (right) Avon Products, Inc., at a recent luncheon meeting of the California Cosmetic Assn. Mr. Poucher paid a brief visit to Los Angeles during his two month tour of the United States. While in New York he attended the Symposium of the American Society of Perfumers of which he is an honorary member.

to Jack Pickthall, Dr. A. W. Middleton and F. Riley.

An informal dinner to celebrate the tenth anniversary of the Society's formation followed, at which the guest was F. V. Wells, who is an honorary member of the Society. Mr. Wells was introduced by Mr. Pickthall, who recalled that the meeting which resulted in the founding of the Society, at first as a Chapter of the American Society, had been at the instigation of Mr. Wells. In his reply, Mr. Wells said it was true that he had called the first meeting and it gave him a good deal of pleasure and pride to see how the Society had grown, but nevertheless, he could not take all the credit as without the help of the other founder members, and in particular of M. G. deNavarre and Dr. Walter Taylor of the S.C.C. (U.S.A.), he would have been quite unable to make any progress. It gave him much pleasure to see present G. Harry, the first Vice-Chairman, and H. Holmes, the first Honorary Secretary. He thought the Society had done useful work in the past and was sure it would continue to be an asset to

the industry and to its members in the forthcoming year, under the able guidance of Dr. R. H. Marriott, who was just beginning his second tenure of the office of president.

#### D&O Announces New Masking Agent

The Industrial Odorant Laboratories of Dodge & Olcott, Inc. have announced the development of a new, all purpose masking agent for difficult deodorizing. This new "A-to-Z" Odor Mask is available in fresh mint, fruitty, clean and sharp, and fresh outdoor fragrances.

# Sole Chemical Corp. Names Sales Representative

Sole Chemical Corp. Chicago producer of surfactant specialties, has announced the appointment of the N. D. Thornley Co. of Wilmington, Del., as its technical sales representative for the eastern half of Pennsylvania, Delaware, Maryland, D. C., Virginia, West Virginia, and the south and west portions of New Jersey.

#### BRITISH SCC TENTH ANNUAL GENERAL MEETING



A group including a number of founder members of the Society of Cosmetic Chemists of Great Britain

#### Lavender and Lavandin Outlook More Promising for Autumn

(From Our Grasse, France, Correspondent)



On the eve of the distillation period of lavander and lavandin, we are at a loss as to what information to give on market trends.

The harvest promises to be excellent, better than that of 1957. Though it is difficult to evaluate how much unsold harvest from last year is being held by the owners-harvesters, it is commonly held that the amount is important enough to affect the prices trend this year.

With the exception of filling the usual orders from clients, we do not see any massive demand which would fill the market and upset prices.

We believe that the 30% rise on lavandin during June is due merely to speculative buying on the part of some dealers, bringing about renewed activity to a market which was discouraged by the low prices in existence since the beginning of the year.

Will prices continue to rise slightly and regularly? We find no cause for this to be so. Will they on the contrary stabilize at the present levels? This will depend on the demand—most of the users are waiting for the new essence before putting in their orders while they should take into consideration that the quantity of essence from the 1957 production is still on the market and that it must be taken off the market in one way or another without discrimination being made between the old and the new essence.

We can make observation—that is, the total absence of sellers at the present time, which confirms their hope in an upturn in August and September when customers will be giving their seasonal orders. This hope is shared by the dealers who, as stated above, have not hesitated to stock a certain amount which they can put back on the market with some substantial profit even at the present time.

#### Campana Chooses New Ad Agency

I. Willard Crull, president of Campana Sales Co., Batavia, Ill., has announced that the Gordon Best Co., Inc., of Chicago will handle all advertising for Campana Italian Balm Hand Lotion.

# Fritzsche Elects Officers and Directors

At the annual meeting of the Stockholders of Fritzsche Brothers, Inc., New York, the following were elected as directors: John L. Cassullo, Frederick H. Leonhardt, Jr., Ernest Guenther, William H. Mathers and Ellis F. Merkl. At the annual meeting of the Board of Directors the following officers were elected: John L. Cassullo, president; Frederick H. Leonhardt, Jr., vice president; Ernest Guenther, vice president; Edward E. Langenau, vice president; Ellis F. Merkl, secretary and treasurer; A. J. Hemminger, assistant secretary, and E. C. D'Andrea, assistant treasurer.

#### W. J. Bush & Co. Appoints Food Technologist

W. J. Bush & Co. announce the appointment of R. D. Mason, M.Sc., F.R.I.C., F.R.A.C.I., M. Inst. F., as consultant executive chemist to collaborate on the technological application and development of flavouring materials for all food products in support of the General Sales Organization

Mr. Mason was with J. Lyons & Co. Ltd. for eleven years in the early part of his career. Later he joined W. J. Barton Ltd. of Dagenham, England, becoming a director and general manager. When that firm merged with the Weston organization in 1939, he continued as a director and general manager of a group of bakeries in the London area.

During the War he was seconded to the British War Office in charge of emergency bread supplies to heavily blitzed areas and to English and Canadian troops of Southern Command.

of Southern Command.

Prior to joining Bush, Mr. Mason was
Managing Director of the Weston Research Laboratories in the U.K., a formation which he organized after the War
ended.

He has travelled widely throughout the world and is a Fellow of the Chemical Society, also a Member of the Council of the British Baking Industries Research Association, The Association of Official Agricultural Chemists, The Society of Analytical Chemists, and the British Confectioners' Assn. Mr. Mason is also a Member of the American Association of Cereal Chemists and the American Chemical Society.

#### Nopco Chemical Co. Moves to New Quarters in Newark, N. J.

Nopco Chemical Co. and its subsidiary companies Metasap Chemical Co. and Vitex Laboratories Inc. are now located in new headquarters in the Military Park Bldg., 60 Park Place, Newark, N. J. Executive, accounting, advertising, chemical development and sales departments are in the new headquarters.

# Atlas Powder Co. Announces Personnel Changes

The board of directors of Atlas Powder Co. recently announced several major changes among top-level personnel, including the election of Atlas president Ralph K. Gottshall as chairman of the board, in addition to re-election as president. As chairman of the board, he succeeds Isaac Fogg, who retired August 1 after nearly 46 years of service. Mr. Fogg will remain as a director, member of the finance committee and chairman of the committee on audit. The board also announced the election of Edward J. Goett, senior vice president, to the position of executive vice president.

#### First Comprehensive Book on Aerosols to be Out Next Month

The first comprehensive book on aerosols "Pressurized Packaging (Aerosols) co-authored by Jack Pickthall, author of the column Aeroscripts, and A. Herzka, B. Sc., A. R. I. C. of the Metal Box Co. Ltd. London, England will be published by Butterworths Scientific Publications, 4-5 Bell Yard, Temple Bar, London, W. C. 2, England in September. Mr. Pickthall who is a perfumer and cosmetician, is the author of the Aeroscript column in the American Perfumer which is widely read and quoted. Abroad Mr. Herzka is a recognized authority on aerosols. The book contains chapters dealing with propellents, containers, valves, filling methods, laboratory procedures, emulsified systems and perfumes and there is a section containing more than 200 formulations covering such widely different aspects as foods, insecticides, paints, cosmetics and other products. The most valuable contributions from the literature are widely quoted.

#### **OBITUARY**

#### Martin Straus II

Martin L. Straus II, who founded the Bymart-Tintair Co., New York, N. Y., of which he was the head, died recently from a heart attack.

#### Frank Drugan

Frank Drugan, head of the receiving department of George Lueders & Co., died suddenly July 9. He has been with the company for 39 years. Mr. Drugan is survived by his wife, a daughter, a son and one grandchild.

#### Philip J. Murphy

Philip J. Murphy, 36, sales representative for Shulton, Inc., died July 3 from injuries suffered in an automobile accident two days previously. He leaves his widow and four children.

#### John L. Johnson

John L. Johnson, retired president of Lambert Co., a predecessor of Warner-Lambert Pharmaceutical Co., died July 14. He was seventy-one years of age. He had been retired since 1949.

# GERSONALITIES

Walter W. Edman, who was elected vice chairman of the Scientific Section of the Toilet Goods Assn. has been on

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Dr. Joseph H. Brant has been appointed director of Corporate Research of the Colgate-Palmolive Co. He will be

Louis Bezard, president of De Laire, Inc., accompanied by his wife, has returned by airplane from a six-week trip



Walter W. Edman

the Scientific Advisory Committee of the Toilet Goods Assn. for 12 years. He is technical director of the Cosmetic Division of Evans Chemetics. He is also on the Seminar Committee of the Society of Cosmetic Chemists.

Gus S. Kass has been elected a vice president of Lanolin Plus Inc., Chicago, Ill. Mr. Kass is a well known lecturer



Dr. Joseph H. Brant

in charge of all Corporate Research Department activities at Jersey City, Rutgers University and the University of Rome.

Fred Willis, market research director for the Toni division of The Gillette Co.,



Fred Willis

has been appointed director of marketing development, a newly-created post.

George C. Kirk formerly of the International Business Machines Corp. has been appointed vice president in charge of sales for Revlon Inc. New York, N. Y.

Philip C. Burnham, Hoffman-La-Roche, Inc. Nutley N. J., accompanied by Mrs. Burnham and their son Arthur sailed on the Britannic July 10 for a month's sojourn abroad. In England they visited relatives and in Basle, Switzerland Mr. Burnham conferred with executives of the parent company. The trip also included visits in Paris. Mr. Burnham's son Arthur who was on the crew of Andover Academy plans to enter Cornell University in the Autumn.



Louis Bezard

to Europe, where he visited Portugal, Spain, and France. In France he spent some time in Issy les Moulineaux where he conferred with the directors and staff of the parent company.

E. A. Searing has been appointed as a salesman in the midwest territory for the Fine Chemicals Division of Shulton, Inc., announced recently by Raymond



E. A. Searing

G. McCue, sales manager. He will make his headquarters in the company's new Fine Chemicals office at 7225 North Cicero, Chicago.

Eleanor Hillebrand Bruce has been named Editor-in-Chief of Charm magazine, according to a recent announcement by Street and Smith Publications, Inc. Mrs. Bruce has been Fashion Merchandise Editor of Charm for the past eight years. Before joining the Street and Smith organization she was Fashion and Merchandise Editor of Seventeen, Fashion Publicity Director of Lord and Taylor and Fashion Editor of the New York Journal American.



Gus S. Kass

and writer in the field of cosmetic technology, and is a graduate of the University of Chicago. He has been associated with Lanolin Plus for the past 4½ years as research director, and is now technical director in charge of all product research and development, and manufacturing operations.

William Burkhart has been elected chairman of the board of the Lever Bros. Co., New York, succeeding Jervis Barb who will continue as a director.

Robert Jenal has been named executive assistant to Samuel Bearmon, vice president of manufacturing for the Toni Division of The Gillette Co.

& Aromatics

#### Paul Bremer Joins Christian Dior Perfume Corp.



Paul Bremer

Paul Bremer has been appointed general manager of Christian Dior Perfumes Corp. to succeed Anne Wright. Mr. Bremer was formerly General Manager of Nomotta Yarns, Inc.

#### Francois Goby Tombarel Freres Advisor to Banque de France

Francois Goby, director of Tombarel Freres, Grasse, France, who is mayor of Saint-Vallier-de Thiey, has been nominated by the governor of the Banque de France as advisor to its Nice branch.

Mr. Goby is well known in the United States for his annual trips to this country to confer with the executives

#### **ENJOY TGA CONVENTION PARTY**



One of the Enjoyable Features of the T. G. A. convention in Poland Springs was the Hospitality Party given by the Essential Oil Suppliers. In the group are shown Mr. and Mrs. Gert Keller, Mr. and Mrs. Shockley Gamage and Mrs. Ray Schlotterer

of Tombarel Products Corp., New York, and to call on the trade. His many friends in the essential oil and its allied industries will be delighted to learn of his appointment.

# Two Malmstrom Men Recovering from Siege with Men in White

Richard Malmstrom and Irving Colbert of N. I. Malmstrom & Co., Brooklyn, N.Y. are both recovering from op-

erations. Mr. Malmstrom had two discs removed from the spinal cord and Mr. Colbert had a kidney stone removed.

# Jean Carles Awarded "Oscar" of French Perfumery

Jean Carles, Chief Perfumer for Etablissements Roure of Grasse, was recently awarded the Oscar of French Perfumery at gala dinner attended by a host of international notables.



#### **EMULSIFIERS**

HYDROLAN, 100% hydrogenated Lanolin self emulsifying

LANIDROL Water soluble, 100% hydrogenated lanolin

EMULSIFIER "B.B.C." Perfect emulsifier for brilliantines

EMULSIFIER "W.A.F." For emulsifying permanent-wave

LIPOCERINA Oil soluble 100% hydrogenated lanolin

ESPERIS s.a. via Ambrogie Binda, 29 Milane, Italy Cable: Fayaud-Milane AMERICAN LANOLIN CORP.

13 Railroad Street
Lawrence, Mass.

U. S. Representative







Thin Down tablets for weight reduction and figure control have been launched by Revlon Inc. The tablets are said to act as an appetite depressant.

Inflammable must appear on the labels of three sun tan lotions sold in Cleveland, Ohio according to a ruling of the Fire Prevention Bureau. After shave lotions and hair tonics with an alcohol base are likely also to come under the ban. A city ordinance states that any toiletry with a flash point below 200 is inflammable, and should be so labeled.

Princess Marcella Borghese, has returned to Rome, Italy after introducing her line of cosmetics in the United States.

Facial Bath is the name of a new liquid facial cleanser just announced by Max Factor & Co., Hollywood, Calif. It will come in two sizes and will be available in stores October 1.

The Guide to American Directories for Compiling Mailing Lists, third edition, has been published by B. Klein & Co., 23 E. 22nd St., New York, N. Y. The company has also issued the third edition of its Mail Order Business Directory listing about 2700 firms seeking products to sell by mail.

Hazel Bishop Inc. spent \$5,192,193 for television advertising in the past year through the Raymond Spector Co., advertising agency.

A million dollar expansion of the perfume plant of Faberge Inc. in Ridge-field, N. J. has been announced by President Samuel Rubin.

Profits of Bourjois Inc., New York, N. Y., increased 43% in the fiscal year ended April 30 as compared with the fiscal year of 1957. Net sales increased 8%.

A surface chemistry course will be offered at the Industries Training School of Stevens Institute of Technology, Hoboken, N. J. during the Fall semester starting September 30. Classes will meet on Tuesday evenings for 16 weeks. A knowledge of high school chemistry and mathematics is required. Tuition is \$50 plus a \$5 registration fee. Dr. Henri L. Rosano of Lever Bros. Co. will conduct the course.

So that consumers may see how much shampoo is left in the tube after use Procter & Gamble Co. will soon market its Prell shampoo in a clear plastic container.

The largest single product advertising campaign in the history of Max Factor & Co. will be launched in October to introduce Hi-Society the new oval shaped, mirrored case with its own lipstick inside.

A new laboratory for the development of new silicone products is now occupied by the Silicone Products Dept. of the General Electric Co., Waterford, N. Y. Total cost for the current expansion of silicone facilities will exceed five million dollars the company reports.

Efforts to repeal the 10% cosmetic excise tax as an anti recession move were thwarted in Congress despite valiant efforts by the Toilet Goods Assn., the National Beauty & Barber Manufacturers' Assn. and the National Assn. of Retail Druggists.

A new eye creme formulated with royal jelly has been launched by Du-Barry and will be on sale starting September 1, priced at \$3.50 plus tax.

New rates for color certification by the Food & Drug Administration went into effect August 8. The rate for straight colors is 16½ cents per pound of batch with a minimum fee of \$110. Mixes of certified colors and repacks are: 100 lbs. or less \$6.60; over 100 lbs up to 1000 lbs. \$6.60 plus 4.4 cents for each pound in excess of 100 lbs.; over 1000 lbs., \$46.20 plus 1.1 cent per pound for each pound in excess of 1000.

Sales of Colgate-Palmolive Co. for the first six months of 1958 reached a new high of \$265,446,000 an increase of \$10,572,000 over the preceding year and do not include any sales of Vaseline products which were sold under contract in 1957. Excluding sales of these products the increase in sales of its products for the first six months was more than \$20,000,000.

There is no excise tax on cosmetic samples or Christmas favors sold to beauty salons or barber shops for dis-tribution free of charge to their patrons for promotional services according to a ruling of the Internal Revenue Service issued to the National Beauty & Barber Manufac-turers Assn. The Internal Revenue Service now holds that the cosmetic wholesalers, including manufacturers of cosmetics to retailers intended to be given away for promotional purposes, premiums, prizes etc. Such sales by retailers are still subject to the 10% cosmetic excise tax. The rulings were obtained by the alert counsel for the N. B. B. M. A.





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David Mayer has been appointed advertising director of Coty, Inc., accord-



David Mayer

ing to a recent announcement. Before joining Coty, Mr. Mayer was an account executive at Grey Advertising Agency. Previous to this, Mr. Mayer had been National Merchandising Manager for Calvert Distillers Corp.

Bernard M. Mitzner has joined van Ameringen-Haebler, Inc. as supervisor of the Instrumental Analysis Section of the company's Analytical Department at Union Beach, N. J. In this new post Mr. Mitzner will coordinate and supervise the use of instruments for the analysis of raw materials and finished products.

Dr. Arthur R. Cade, Rutherford, N. J. who recently retired is planning to spend his spare time in analyzing the thousands



Dr. Arthur R. Cade

of tests that he has made over the last fifteen or twenty years for new ideas and leads on the subject nearest to his heart the working and behavior of antiseptics.

Robert Urban has resigned as executive vice president of the family products division of Warner-Lambert Pharmaceutical Co. to become president and chief executive officer of Hazel Bishop, Inc.

Ralph C. Barley has joined van Amerigen-Haebler as manager of the engineering department. He was formerly senior process project engineer at American Cyanamid Co. Maurice G. Couderchet, president of Charabot & Co. Inc., New York, has returned from his annual trip to France where he spent a few weeks in conference with the principals of his company, Charabot et Cie, Grasse, France. Later he left for the French Riviera to enjoy a well earned vacation.

Brownie Wise has been elected president of Cinderella International Corp. The new Cinderella president has received wide recognition for her leadership in selling. In 1956 she was named "Saleswoman of the Year" by the Sales Executives Council of Greater Boston. Last year National Sales Executives, Inc. chose her as "Outstanding Business Woman of the Year."

Miss Vera H. Kepler has joined Aerosol Techniques, Inc. as a research chemist. In her new association Miss Kepler, a graduate chemical engineer of the Institute of Technology in Berlin, Germany, will assist in the setting up of ATI's stability program and carrying through regular testing and studies of production and new products. Miss Kepler was formerly with Charles of the Ritz.

William D. Fultz and Donald M. Curry have been appointed sales representatives of Bourjois, Inc. as part of the company's expansion program. Mr. Fultz will represent the company in the newly established New Orleans territory and Mr. Curry will cover the territory of southern and eastern Texas.

Kenneth A. Menken has been appointed assistant brand manager of the Proprietaries and Toiletries Division, Lehn and Fink Products Corp. He will supervise marketing for the Etiquet line of deodorants and new toiletry products to be introduced by the division.

Pierre T. Deleamont, Firmenich & Co., New York who spent four weeks at the plant of the parent company Firmenich et Cie in Geneva, Switzerland this summer was one of the many visitors to the Brussels Fair after which he left for the Riviera and Grasse, France.

Vincent DeFeo, chief of the aerosol research laboratories of Dodge & Olcott Inc. who spent several months in Buenos Aires, Argentina this Spring at the companies plant there expects to make a return visit later in the year.

Dr. Oliver L. Marton, perfumer for Shulton Inc. accompanied by Mrs. Marton and their daughter Dorothy have been enjoying a seven weeks tour through western Europe. The trip included visits in Spain, Portugal, France, Switzerland, Holland and England. While in London and Leiden, Holland Dr. Marton visited the Shulton branches there. It was his first trip to Europe in 21 years and he was much impressed with the changes that have taken place. His daughter incidentally will enter Adelphi College in September.

Gerry Cannon has been appointed assistant general manager of the



Gerry Cannon

Northam Warren Corp. Mr. Cannon has had extensive experience in the cosmetics field. He had been associated with Lehn & Fink Products Corp. for over twenty two years. Previous to this he was with the advertising agency of Kenyon & Eckhardt.

Theodore Waugh of Fritzsche Brothers, Inc. Aerosol Laboratories, completing his twenty-five years of service with the New York essential oil and chemical firm on July 19th, has been elevated to membership in the exclusive Fritzsche Quarter-of-a-Century Club. At a luncheon in his honor, Mr. Waugh was presented with a substantial Government bond and an embossed scroll, gifts of the Officers and Board of Directors, together with a gold wrist watch, appropriately engraved, from the firm's employees. He is the seventy-third Fritzsche employee to be so honored.

Joseph L. Shapiro has been appointed director of market research for The Toni



Joseph L. Shapiro

division of The Gillette Co. Previously, he was assistant director of market

Wayne Petersen has been named sales supervisor in the Consumer Department of Shulton's Fine Chemicals Division. He will be responsible for the sale of consumer chemicals in Ohio, Indiana, Michigan, Wisconsin, Minnesota, West Virginia and parts of Pennsylvania, Kentucky and Illinois.

Paul Roerich president of the Richford Corp., Oceanside, N. Y. has been visiting the Brussels Fair while on a European business trip. Richard L. Gelb has been elected to the post of executive vice president of Clairol Inc. Mr. Gelb has been with Clairol since

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L. A. Enkema, who has been vice president for a decade, has been elected president of Hurty-Peck & Co., flavor

Anne Wright, executive vice president and general manager of Christian Dior Perfumes Corp., announces her retire-



Richard L. Gelb

1950, and had been vice president and general manager since 1956. He is also a director of the National Beauty and Barber Manufacturers' Assn.

Dr. Darrel Althausen, technical director of Ungerer & Co. has resigned to assume charge of the New York control laboratory of the Coca Cola Co.

William Mewhort has been appointed executive vice president of administration by Revlon Inc.

Donald Krause has been elected assistant treasurer of Plough Inc., Memphis, Tenn.



L. A. Enkema

manufacturers, 1423 Naomi St., Indianapolis 7, Ind. He succeeds A. W. Noling, who has been elected chairman of the board. Mr. Enkema joined the company in 1945, coming directly from the U. S. Air Force in the South Pacific. Mr. Noling has been with the company for 30 years, the last 18 as president.

Ernest Shiftan, perfumer for van Amerigen-Haebler Inc. after three weeks of work in Paris and Grasse, France left with Mrs. Shiftan and their sons Ronnie and Tommie for a vacation in Italy where they visited places of interest in Naples, Rome and Florence.



Anne Wright

ment as of Sept. 15. Miss Wright has been a prominent personality in the perfume business for 22 years. Prior to her 7 years association with Christian Dior Perfumes, she was vice president of Schiaparelli Parfums Inc., and before that, sales manager of Germaine Monteil Cosmetics Corp.

Morton Schwarz, has been named manager, Applications Laboratory, a new position, for Shulton, Inc., and will be responsible for the development of household chemical formulations and creation of end uses for new industrial chemicals.





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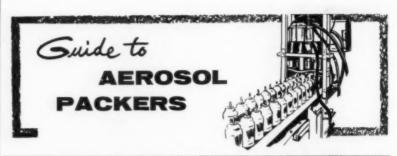
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#### Citrus Oils Active

Summer items, particularly those used in the beverage and confectionery trades were in active demand over the past month following a rather late start because of unfavorable weather conditions in the spring. Among the active items in the list were the citrus oils and fruit flavors along with citric and tartaric acids, caffeine, and some of the vanilla

concentrates. Trade in the general line of oils and aromatics that go into cosmetics was slow due to vacation cutbacks or shutdowns at many plants. There were some rush orders in the market for unexpected replacement purposes but it will be another month before large consumers begin to appear in the market for a general line of winter goods.

#### PRICE CHANGES

ADVANCES	CURRENT	PREVIOUS
Oil orange, Floridian	\$2.10	\$1.75
Oil sandalwood, E. I.	12.50	11.65
Oil spearmint	4.65	4.50
Copra, coast, ton	190.00	180.00
Vanilla beans		
Bourbons	11.00	10.00
Mexicans	11.00	10.25
Mexican, cuts	10.75	10.00
Balsam, Oregon, gal.	4.00	3.50
Beeswax, crude, lb.	0.58	0.56
DECLINES		
Acetophenone, perfumers grade	\$1.00	\$1.30
Benzyl alcohol	0.58	0.63
Benzyl acetate	0.58	0.63
Menthol, Brazilian	5.00	5.25
Amyl salicylate	0.80	0.82
Benzol, tankcars, gal.	0.31	0.36
Oil celery	13.00	14.25
Oil citronella, Formosan	0.58	0.65
Oil lemongrass	0.90	1.00
Palm oil		
Tankcars	0.113/4	0.121/4
Carlots, drums	0.133/4	0.141/2
Balsam, Copaiba	0.40	0.42

#### ACETOPHENONE CUT-

Perfumers grade of acetophenone was lowered by 30¢ per pound to reflect the sharp drop in the price of the technical grade that took place a month ago. New prices for the perfumers grade range from \$1 to \$1.05 per pound according to quantity.

Prices per pound unless otherwise specified.

#### BENZYL ALCOHOL, ACETATE LOWER-

Due to competitive conditions prices on benzol alcohol and benzyl acetate were reduced 7 cents per pound to the basis of 58 cents in drums, and 63 cents per pound for material packed in cans. Demand has been reasonably steady, but supply of both items has been more than ample to meet overall requirements of the consuming trade.

#### MINT OILS STRONG-

The price trend in both spearmint and peppermint was upward over the past month and there appears to be little hope for any reversal in the hardening trend for at least another few weeks or until the outcome of the new mint crop is known. Department of Agriculture survey places peppermint acreage at 42,500 acres or 13 percent below last year's record. The peppermint acreage has been depleted in all states this year with the exception of Washington, according to the survey.

#### VANILLA BEANS SCARCE-

Due to the shortage of all varieties of vanilla beans and prospects of a more acute situation between now and next March importers were endeavoring to buy material in any form from every corner of the world. A lot of 112 cases arrived from French Somaliland. The beans were originally from Madagascar according to reports. Importers are likewise endeavoring to locate any unsold parcels of beans in powdered form in an effort to satisfy pressing requirements here. Prices on both Mexican and Bourbon beans advanced to \$11 to \$11.50 per pound. The quotations are entirely nominal however in the face of limited stocks.

#### AMYL SALICYLATE SOFTER-

Competitive conditions created a softer tone in amyl salicylate resulting in losses of 2 cents per pound in prices. The reduction marked the first change in the item in some time. New and lower price for spot material in drums is 80 cents while material packed in cans is currently available at 85 cents per pound.

#### SUPPLY PINCH IN ORANGE-

A real squeeze developed in the supply of orange oil as large buyers in the beverage industry endeavored to step up their takings as the result of a corresponding jump in retail sales of their finished products. While prices for Floridian oil again moved higher the quotations were entirely nominal at \$2.25 to \$2.50 per pound. All prices were subject to confirmation prior to sale. Supply of Californian orange oil likewise tightened on more pressing seasonal demands.

#### MENTHOL WEAK-

A weak tone prevailed in menthol with Formosan citronella oil having dropped to a new low price level on the downward trend noted over a period of many months. The price of Brazilian menthol declined to the basis of \$5 per pound for five to ten case lots while for ten cases or more the price dropped to \$4.85 per pound. The demand for menthol was largely for the account of small consumers and some rather substantial stocks continued to hang over the market.

#### SANDALWOOD TURNS FIRMER-

A decidedly firmer tone developed in oil sandalwood following a period of irregular fluctuations. Prices climbed from around \$12 to \$13.25 to \$14 per pound due to a general feeling of uncertainty regarding replacement costs. Advices from the East Indies state that the long expected auction sale of sandalwood chips from which the oil is made had finally been held. However, it will be many weeks before official confirmation of sale prices will be forthcoming.

#### DECLINE IN XYLENE LOOMS-

There were many reports current about the market concerning a possible break in Xylene prices particularly in the face of reductions in closely related articles, namely industrial benzene and toluene. Stocks of Xylene are heavy with industrial demands running well below those a year ago. Xylene is used in the manufacture of artificial musks and an extended line of organic chemicals.

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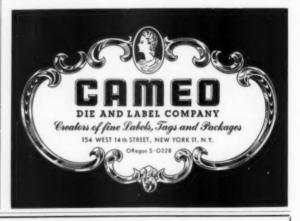
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